

Amanda Bieler

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EDUCATION

Bachelor of Arts in Communication

Messiah College, Mechanicsburg, PA, May 2015

GPA: 3.89/4.0

Associates of Arts and Science in Advertising and Marketing Communications

Fashion Institute of Technology, New York, NY, May 2013

GPA: 3.9/4.0

GLOBAL EXPERIENCE

Study Abroad

Costa Rica, January 2015

- Developed skills in cross-cultural communication and adaptability in a diverse environment
- Improved Spanish fluency to working proficiency

INTERNSHIP EXPERIENCE

PR/Communications Intern, Bravo Group, Inc.

Harrisburg, PA, January 2015 – Present

- Produced high quality media and business materials under tight deadlines by gathering and extracting important information about complex legislative issues
- Demonstrated attention to detail by conducting social media audits, editing blog posts and all media materials, and reorganizing internal spreadsheets
- Pitched creative and new ideas to clients about marketing strategies while utilizing social media platforms to further public outreach

Marketing Intern, Chip Mergott

Point Pleasant, PA, June 2014- August 2014

- Extensively researched target audiences and crafted marketing messages for the release of the musician's CD

Fashion Week Staff, Mercedes Benz Fashion Week

New York, NY, September 2012

- Assisted in the preparation, execution, and tear-down stages of Michael Kors show and ballgown shows while providing guests exceptional experiences
- Maintained positive and calm attitude while in a high-stress environment

RELEVANT EXPERIENCE

Undergraduate Scholar Conference Panelist Speaker, Eastern Communication Association

Philadelphia, PA, April 2015

- Professionally presented and defended original arguments to hundreds of Communication scholars, professors, and students

Student Ambassador, Messiah College

Mechanicsburg, PA, August 2014- Present

- Selected to represent the Department of Humanities by presenting on a panel to 100+ prospective students and their families
- Served a key role in campus recruitment by articulating accurate information through campus tours and overnight hosting while building interpersonal skills
- Effectively and positively communicated the mission of Messiah College to prospective students and their families as a team leader and representative of the college

Student Orientation Leader, Messiah College

Mechanicsburg, PA, August 2014- Present

- Coordinated and led 20 transfer students in community service projects and team-building activities
- Managed and unified students as a group through problem solving and negotiation when conflicts occurred between students

Event Planning Committee Leader, Messiah College

Mechanicsburg, PA, August 2014- January 2015

- Assisted with all stages of planning and implementation of promotions, logistics, and evaluations for Department of Humanities events on campus
- Strengthened organizational tactics and communication skills by contacting team members daily, assigning roles, and working as a team player on projects while remaining within a \$100 budget

Sales Associate, Charlotte Russe

Montgomeryville, PA, August 2009- 2011

- Added value to customers' shopping experiences and effectively met customers' needs by assisting them with styling
- Demonstrated excellent customer service skills by greeting customers and providing accurate information about merchandise
- Consistently upsold monthly sales target by building strong customer relationships

SKILLS

Proficient in Adobe InDesign, My Media Info, Microsoft Outlook, Microsoft Office Suite, Final Cut Pro, Audacity, BigTime, Google Drive, and Vocus Marketing Suite