

Amelia Bowen

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References

Kenneth Payne, M.A. - ken.payne@wku.edu
David Young, Ph.D. - david.young@wku.edu - (270) 784-0969
Keena Grant - (270) 250-2933

Professional Summary

Highly motivated individual with experience in Social Media Marketing, Public Relations, and Advertising, seeking to take the next career step with a respected organization that values hard work, vision, and talent. Extensive training in Writing, Research, Graphic Design, Editing, Photography, and more. Dedicated to promoting and furthering artistic vision.

Experience

WKU Dept. of Theatre & Dance / Social Media Coordinator

August 2021 - July 2023, Bowling Green, KY

Responsible for planning, implementing, managing, and monitoring the departmental social media.

Key Achievement: Acquired additional experience in social media marketing and public relations while boosting the department's following and overall engagement. Was featured on Western Kentucky University's official [instagram \(@wku\)](#) for outstanding work as a Student Worker in this position.

Mary Anne's Hallmark / Social Media Manager

March 2020 - March 2021, Campbellsville, KY

Responsible for planning, implementing, managing, and monitoring the company's social media while playing a key role in launching their online website

Key Achievement: Within the first year in the position, the company's following doubled, they had increasing engagement, and overall sales improved.

Education

Western Kentucky University / Bachelors in Public Relations

AUGUST 2019 - MAY 2024

Relevant Coursework: Fundamentals of PR, News Writing, Comm. Research Methods, Law and Ethics of PR, International PR, Basic Broadcasting News, Digital Tactics, PR Strategy & Planning

Western Kentucky University / Minor in Arts Administration

AUGUST 2019 - MAY 2024

Relevant Coursework: Marketing Concepts, Performing Arts Management, Financial Accounting, Leadership Theory and Application

Additional Experience

WKU Public Relations Student Society of America / Member, Current

Lambda Pi Eta - Communication Honors Society / Member, Current

WKU PCAL Dean's Council / Member, Marketing Director, 2021-2023