

Abigail R. McIntyre

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OBJECTIVE: secure an internship or part-time employment within the Communication field, utilizing strengths in interpersonal and written communication, social media, and event promotion in order to cultivate career-related experiences in the Marketing and Communications field

EDUCATION: ST. NORBERT COLLEGE, De Pere, WI
Bachelor of Arts Degree, May 2019
Major: English
Minor: Communication & Media Studies

WORK EXPERIENCE:

Marketing & Communications Intern, Green Bay Botanical Garden, Green Bay WI May 2017-December 2017

- Managed the content calendar for and circulation of 4 company social media accounts
- Wrote posts for the company bridal blog, *Wedded Bliss & Blooms*, to promote weddings at the Garden
- Assisted Marketing and Communications Manager with the content of a weekly E-Newsletter
- Gained field-applicable skills working with marketing automation, online social media scheduling programs, SEO, and photography
- Conceptualized the social media strategy for the promotion of 4 events
- Assisted Marketing and Communications Manager in writing and editing press releases for over 10 community events

ALIVE Team Coordinator, St. Norbert College, De Pere WI August 2017-December 2017

- Organized communication among a team of 12 peers to conceptualize and facilitate 120 student-led programs on campus throughout the academic year
- Effectively collaborated with Assistant Director to reach team objectives and resolve team conflicts
- Accessed past experience and shared knowledge with team members to increase effectiveness of our communication and overall success of the team
- Aided in training of new team members

ALIVE Hall Team Coordinator, St. Norbert College, De Pere, WI August 2016-May 2017

- Worked collaboratively to conceptualize and plan 25 events during an academic year
- Created and maintained weekly work schedules for 2 peers, gaining team management experience
- Communicated and consulted with a team of 15 on a weekly basis to improve the effectiveness of programming
- Gained experience in the advertising process through campus event promotion
- Utilized promotional resources to expand event participation

ALIVE Apprentice, St. Norbert College, De Pere, WI August 2015-May 2016

- Conceptualized, organized and facilitated weekly community-building activities for residence halls
- Enhanced social climate of residence hall in order to plan programming and gradually increase attendance
- Collaborated with 2 other peers 3 times a week to produce 25 events throughout the academic year

LEADERSHIP:

Sigma Tau Delta English Honors Society, St. Norbert College, De Pere, WI April 2017-Present

Student Alumni Ambassador, St. Norbert College, De Pere, WI October 2016-Present

- Correspond with St. Norbert College alumni to communicate event details and to secure event attendance
- Network with college alumni cultivating interpersonal communication skills

Best Buddies Officer, Secretary, St. Norbert College Campus, De Pere, WI March 2016-Present

- Communicate information to a group of over 100 people on a weekly basis, developing written communication skills
- Contact campus resources, local businesses and our community partners to plan monthly events

TRIPS Leader, International Service Experience, St. Norbert College, De Pere, WI January 2016-Present

- Lead and participated in alternative break service projects throughout the country
- Gained experience working with diverse populations of people and applying service methods

WRITING:

Friends of the Community Gardens (FCG) Sponsorship Packet, St. Norbert College Fall 2017

- Collaborated with 2 peers and a graphic designer to create a sponsor and donor informational packet with the result of bringing in \$1,000.00+ of donations
- Wrote letters to local businesses to gain sponsorship support for our Giving Tuesday Donation Drive

Wedded Bliss & Blooms, Green Bay Botanical Garden Spring 2017- Fall 2017

- Contributed 5 blog posts to Green Bay Botanical Garden's bridal blog, *Wedded Bliss & Blooms*, published on the company website
- Personally contacted brides and grooms to conduct electronic interviews with the result of creating content

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