



Casey Schow

801-380-8351 • schow.casey@gmail.com • @schow19

www.linkedin.com/in/caseyschow/en

EDUCATION

UTAH VALLEY UNIVERSITY

Orem, UT

- BA in Communication, emphasis in Public Relations Anticipated Graduation: May 2015
- Member of PRSSA: Vice President of Professional Development
- Related Coursework: Communication Research Methods, Principles of Marketing, Intro to Public Relations, Public Relations Writing, Wolverine PR Firm, and Public Relations Case Studies

SUMMARY OF QUALIFICATIONS

- Public Speaking
- Created Presentations
- Event Planning
- Conducted Research
- Customer Relations
- Microsoft Office

RELATED EXPERIENCE

PRSSA V.P. Professional Development

Orem, UT

Utah Valley University

April 2014 – Current

- Coordinate monthly event and opportunities for 150+ students to connect with professionals
- Created content calendar for Facebook and Twitter regarding networking opportunities to meet PR professionals
- Planned and oversaw career excursions to multiple employment sites for 20+ chapter members
- Developed relationships with local employers to provide opportunities for career excursions

Social Media Marketer

American Fork, UT

IdealShape

November 2014 – Current

- Created content for multiple social-media outlets
- Maintained relationships with customers
- Increase visibility by 10% through multiple social-media

Operational/Sales Manger

Orem, UT

Beacon Marketing

January 2013 – October 2014

- Trained and mentored 20+ new associates; manage daily operations including reports to executives implementing door-to-door marketing strategies and set team goals
- Attained goal of being top selling Beacon Marketing office across the country through effective training and motivational leadership
- Exceeded personal sales goal by 34% within a four month window

Team Lead

Orem, UT

Wolverine PR Firm

January 2014 – April 2014

- Planned annual fundraising event and surpassed goal of \$10,000 by raising over \$15,000
- Promoted fundraising event through various social-media outlets
- Collaborated with 15 team members to help with all 4 clients