

Calle Wallace

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Professional Profile	<p>Innovative, resourceful and imaginative media communication assistant with the skills, enthusiasm and professionalism needed to support business and consumer market programs, assist with PR and communications and conduct detailed market research. Through being able to understand the wider picture, I developed a reputation as someone who offers a positive approach and is recognized as being results driven and an effective team player.</p> <table border="1" data-bbox="459 577 1445 699"><tr><td data-bbox="459 577 852 699"><ul style="list-style-type: none">▪ Market Research▪ Determining market objectives▪ Research and Analysis▪ Advertising Planning</td><td data-bbox="852 577 1445 699"><ul style="list-style-type: none">▪ Brochure design layout and Implementation▪ Creative graphics▪ Maintaining customer databases▪ Promotional and Sales materials</td></tr></table>	<ul style="list-style-type: none">▪ Market Research▪ Determining market objectives▪ Research and Analysis▪ Advertising Planning	<ul style="list-style-type: none">▪ Brochure design layout and Implementation▪ Creative graphics▪ Maintaining customer databases▪ Promotional and Sales materials
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Professional Accomplishments	<p>Marketing for First Year Foundations, Young Harris College, 2010 Developed the advertising layout for the First Year Foundations orientation program at Young Harris College for 2010/2011.</p> <p>Promotion and Advertising Plan for Appalachian Cultural Fair, 2010-2011</p> <ul style="list-style-type: none">▪ Worked with the Mayor's office of Young Harris on a promotional plan to advertise the Spring Appalachian Cultural Fair. <p>Campus Activities Board, Young Harris College, 2010-2012</p> <ul style="list-style-type: none">▪ During the 2010-2011 school years, I served as the Social Activities Chair for Campus Activities Board. I planned, promoted and implemented weekly social events campus wide.▪ During the 2011-2012 school years, I served as the Special Events Chair for the Campus Activities Board. I planned, promoted and implemented the campus's large events such as Welcome Week, Fall Fest and Spring Fest.		
Work History	<p>January 14, 2013 –Present Admissions Representative, University of West Georgia, Carrollton, GA</p> <p>August 13, 2012 –December 17, 2012 Americorps State Volunteer, College Forward, Houston, TX</p> <p>June 16, 2010 – May 1, 2012 Student Assistant, Young Harris College Student Development, Young Harris, GA</p> <p>May 7, 2011 – August 14, 2011 Switchboard Operator, Young Harris College, Young Harris, GA</p> <p>May 7, 2011 – August 14, 2011 Orientation Leader, Young Harris College, Young Harris, GA</p> <p>August 18, 2010 – January 9, 2011 Marketing Intern, Center of Appalachian Studies, Young Harris, GA</p>		
Education	<p>B.A. Communication Studies Young Harris College Young Harris, GA May 5, 2012</p>		
References	<p>[References are available upon request.]</p>		

