

# Sloan Baysinger

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## Education

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### CALIFORNIA POLYTECHNIC UNIVERSITY, SAN LUIS OBISPO

*Journalism and Public Relations Student*

*Graduating Spring 2024*

#### Relevant coursework

- Visual Communication for the Mass Media
- Information Design and Production
- Public Relations Campaigns
- Introduction to Multimedia Journalism

## Experience

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### AMBASSADOR | COLLEGE OF LIBERAL ARTS | APRIL 2023 – CURRENT

- Hosted informational sessions and lead tours for prospective students, faculty, and alumni in collaboration with California Polytechnic University, San Luis Obispo.

### ACCOUNT ASSISTANT | VERDIN MARKETING | MARCH 2023 – JUNE 2023

- Wrote news releases, blogs, ad copy, headlines, etc.
- Collaborated on implementing social media programs, including developing ideas and writing posts.
- Created engaging and impactful content for various marketing campaigns and initiatives.

### SERVER | LODI BEER COMPANY AND BREWERY | APRIL 2022 – JANUARY 2023

- Accurately recorded orders and ensured guest satisfaction.
- Partnered with team members to serve food and beverages that exceeded guests' expectations.

### LEAD TEAM MEMBER | OLD NAVY | JUNE 2018 – JULY 2021

- Ensured that my department was set up for success in sales by creating engaging visual merchandising.
- Oversaw transactions and used sales tactics to describe benefits of loyalty memberships.

## Skills

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### MEDIA

- Adobe Premiere
- Adobe Photoshop
- Adobe Illustrator
- Search Engine Optimization
- Adobe InDesign
- Adobe Lightroom
- WordPress
- MailChimp

### COMMUNICATION

- Strong verbal communication skills demonstrated through delivering presentations, conducting meetings, and collaboration with clients and colleagues within a team setting.

### LEADERSHIP

- Sigma Kappa Sorority Vice President of Standards and Values
  - Maintained the values of the sorority with all chapter members by fostering education, philanthropy, and sisterhood.
  - Taught new members about the standards and values that the chapter holds for its members.
- Public Relations Student Society of America Events and Outreach Coordinator
  - Planned and executed events for communication students interested in a career in public relations.
  - Implemented outreach activities to grow club membership and create a network of local partners.