

PREP YOUR PATH RESUME SAMPLE

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PROFILE

Communications professional with experience in corporate communications, reporting, and digital marketing. Proven ability to help organizations reach their goals and connect with and influence a diverse audience. Passion for inspiring active community involvement through storytelling. Adept interviewer and public speaker. Interested in lifestyle activities, sports, and health.

CORE SKILLS AND COMPETENCIES

Communications; Journalism; Content Writing; Storytelling; Interviewing; Research; Reporting; Analysis; Marketing; Leadership; Digital Content; Public Speaking; Visual Communications; Project Workflow Administration; Creative Services; Sales Support; Website Design; Social Media; Blogs; Final Cut Pro; Premier Pro; WordPress; InDesign; Sitecore; Salsa Engage; Convio; Hootsuite; Twitter; Facebook; YouTube; Instagram; Squarespace; Photoshop; Google Analytics; CRM; Microsoft Word, PowerPoint, Excel

EDUCATION

Wake Forest University, Winston-Salem, NC Aug 2011 – May 2015
Bachelor of Arts in Communication; Minor in Journalism; cultural study abroad, Delhi and Calcutta, India (Summer 2012)
Courses: Public Speaking; Broadcast Journalism; Media Ethics; Sports Media; Interactive Digital Media; Niche Reporting; Sports

CORPORATE COMMUNICATIONS

Vail Resorts, Mountain Operations Coordinator, Breckenridge, CO Nov 2017 – Apr 2019
Helped meet the mission to create experiences of a lifetime by delivering extraordinary client service and exceptional employee experiences to over 100 operations professionals for this premier resort that serves over three million visitors per year.

- *Internal Communication:* Maintained the company infrastructure by providing information to dozens of ski lift stations and attendants, including setting and coordinating meetings, daily agendas, and systems and training programs
- *External Communication:* Ensured client safety across individual peaks by coordinating 12 departments and mountain guests
- *Awards:* Received 2018 Best Lift Operations Team on the mountain; earned individual awards for exemplary guest service

The Women's Sports Foundation, Communications Coordinator, New York, NY Jun 2015 – Nov 2017
Helped strengthen and expand participation and leadership opportunities for millions of girls and women for this nonprofit founded by Billie Jean King in 1974 that promotes research, advocacy, community programming, and collaborative partnerships.

- *Interactive Articles:* Oversaw stories from inception to completion by planning, writing, editing, and publishing content
- *Videos:* Developed brand and event awareness by interviewing professional athletes and creating videos
- *Social Media:* Achieved marketing objectives with email campaigns to over 100,000 people, and coordinated public relations

REPORTING

TV8 Summit, On-Air Lifestyle Personality, Silverthorne, CO July 2018 – Oct 2019
Inspired people to embrace a healthy lifestyle by working at a resort television station that covers news, events, and sports.

- *On-Air Host/Reporter:* Updated the community by covering the Sunrise Summit morning show three days per week
- *On-Air Interviewer:* Enhanced programming by conducting interviews with local personalities
- *On-Air Host:* Delivered "The Vibe" and "Local Flavor" segments by covering people, places, and things

Wake Forest University, Communications Staff Member, Winston-Salem, NC Jan 2012 – May 2015
Promoted the athletic department's mission to develop champions and values: integrity, leadership, excellence, and teamwork.

- *Athletic Department, Communications Lead:* Coordinated media coverage for athletic events by creating social media posts
- *The Old Gold & Black, Reporter:* Wrote weekly sports articles by interviewing coaches and players, and attending games

DIGITAL MARKETING

Grayson De Vere, Communications Manager, Greenwich, CT Nov 2019 – Mar 2020
Positively influenced the homeowner experience, including wellness, at a fine home furnishings and interior design store.

- *Website Content, Newsletters, Newspaper Articles:* Promoted business by developing traffic and consistently engaging clients
- *Social Media:* Developed and implemented social marketing strategies and promoted products and events

Raitman Art Gallery, Communications Editor, Breckenridge, CO Jun 2018 – Sept 2018
Enhanced the business and reputation of a well-established gallery that offers carefully curated unique works of art.

- *Website Content, Newspaper Articles:* Helped connect clients with the art they love by writing website content and articles
- *Social Media:* Created brand awareness, fostered a sense of community, and promoted artists and their work

ADDITIONAL INFORMATION: Yale University, Well-Being Certification; Trinity Church, Youth Bible Study Leader; sports enthusiast: played on the ice hockey, lacrosse, crew, and volleyball teams; avid skier; football, basketball, ice hockey, and baseball fan

DATE: January 2021