**Mollie Elise Ayers**

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**COMMUNICATIONS SPECIALIST**

A self-motivated communicator who energizes teams and organizations to achieve positive public relations using effective interpersonal communication skills, project management skills, and social media outreach strategies. Strengthens client relationships through blogging, special event promotions, and engagement on Facebook, Twitter and Instagram.

**SKILLS AND TECHNICAL PROFICIENCIES**

• Microsoft Office and Publisher

• Emma marketing program

• Final Cut Pro video editing

• Basic HTML skills

• AP writing style

• Public Speaking

• Press Releases

• Event Planning

• Photoshop

**EDUCATION**

**Middle Tennessee State University** Murfreesboro, TN

*Bachelor of Science in Organizational Communications* Dec. 2014

Minor in Marketing GPA: 3.52/4.0

**EXL (Experiential Learning) Scholar**

(EXL) Organizational Communication in Communities

*Group Leader*

* Assisted nonprofit *VSA Tennessee* with a Legal Speakeasy event held in March 2013 that raised over $7,000
* Led a group of eight other classmates in decorating, fundraising, advertising, and running the event

(EXL) Interpersonal Communications

*Communications Research Project, 2013*

* “How the Event Planning Industry Operates Through Communication”. Poster presented to the Tennessee Communication Association Annual Conference at Embassy Suites Convention Center in Murfreesboro, TN.

**WORK EXPERIENCE**

**Career Development Center, Middle Tennessee State University** Murfreesboro, TN

*Communications Intern*May 2012 - Present

* Manage and create content for all social media accounts, including Facebook, Twitter, and WordPress blog
  + 70% increase in Twitter followers and 30% increase in Facebook likes
* Collaborate with Assistant Director and Peer Career Advisors to develop an effective social media marketing team
* Designed Peer Career Advisor Training Manual using Photoshop skills
* Compose and analyze monthly newsletters and occasional surveys through Emma Marketing e-mail system
* Coordinate with Marketing Supervisor and Graphic Design Intern to create content for website

**American Diabetes Association** Nashville, TN

*Special Events Intern*May 2013 – Aug. 2013

* Assisted ADA employees with six summer events by making connections with vendors for the events, helping with logistics of the events, and organizing and facilitating several silent auctions

**Nashville Career Advancement Center** Nashville, TN

*Metro Summer Internship Program Assistant* Jan. 2011 – July 2011

* Supported NCAC employees with logistical aspects of the Metropolitan Summer Internship Program
* Filmed and edited a 10 minute video that demonstrated the benefits of the program to show at closing ceremony to Metropolitan Government employees

**AWARDS/PROFESSIONAL AFFILIATIONS**

* MTSU Ambassador for VSA Tennessee August 2013-present
* MTSU Relay for Life Fundraising Subcommittee February 2013-May 2013
* Dean’s List December 2012-present
* National Society of Leadership and Success December 2012-present
* Provost Scholarship August 2011-present