

Rose Campbell

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portfolio: rosemcampbell.wordpress.com

Education:

- Fall 2008 - Spring 2012** **Messiah College** **Grantham, PA**
Bachelor of Arts in Communication, concentration in Public Relations; Minor in Studio Art
Graduated Magna Cum Laude; Cumulative GPA of 3.65/4.0; Dean's list
-Member of Lambda Pi Eta—The National Communication Association Honor Society
-Treasurer of the Public Relations Student Society of America, *Fall 2011-Spring 2012*
-Member of the Student Activities Board Concert Committee, *Fall 2009-Spring 2012*
- Spring 2011** **The Contemporary Music Center** **Brentwood, TN**
Studied Artist Management, A&R, Marketing, and Record Company Operations

Related Experience:

- Marketing and Sales Associate** **KNO Clothing** **NYC/Philadelphia, PA (Online)**
Fall 2012 Internship
-Promoted the brand to bands, music festivals, and other music-related venues.
-Contacted boutiques about selling KNO products—clothing fashioned to end homelessness.
- Business Development Intern** **iTickets.com** **Gahanna, OH (Online)**
Summer 2012 Internship
-Promoted events through the use of social media and digital street team campaigns.
-Built company awareness and brand recognition through online communication.
- Marketing Assistant** **Harrisburg Symphony Orchestra** **Harrisburg, PA**
Spring 2012 Internship
-Identified the effectiveness of the organization's website through competitive analysis.
-Created promotional pieces to increase awareness and attendance of events.
- Artist Management** **The Contemporary Music Center** **Brentwood, TN**
Spring 2011
-Managed artists' schedules and advised artists' choices involving their musical careers.
-Gained an understanding of the music industry through the study of publicity, contractual agreements, live performance, and studio production.
- Concert Production** **The Hardscuffle** **Brentwood, TN**
Spring 2011
-Managed a complete production staff including FOH and monitor mixers, lighting designers, photographers, videographers, and crew.
-Planned and promoted a week-long concert tour to colleges throughout the Midwest.
-Designed posters to promote concerts and photographed live shows.

Work Experience:

- Studio Sales Associate** **Portrait Innovations** **Harrisburg, PA/Franklin, TN**
Fall 2012 - Summer 2013 (Harrisburg), Summer 2013 - Present (Franklin)
-Posed and photographed various subjects for numerous occasions including individual and family portraits, newborns, engagements, graduations, and business headshots.
-Provided quality customer service and maintained positive relationships with clients.
-Presented photographs and sold packages to customers while meeting sales goals.
-Achieved and maintained highest sales average in both studio locations.
-Personal sales totaled more than \$200,000 within less than two years.
- Campus Events Worker** **Messiah College** **Grantham, PA**
Fall 2008 - Spring 2012
-Developed leadership skills and teamwork abilities while setting up for various events and conferences.

Skills:

Photography-
Adobe Illustrator-
Adobe Photoshop-
Adobe InDesign-
Mac & PC Operating Systems-
Microsoft Office Suite-