

Anna R. Johnson

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Event Planning Skills

- **Accomplished negotiator**, able to secure lower rates with vendors, caterers, etc.
 - **Creative and organized professional**, excited to plan events designed to meet various goals, such as fundraising, public awareness, customer appreciation, and new product launches.
 - **Experienced writer**, qualified to produce professional press releases, reports, flyers, advertisements, and social medial promotions.
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Education

West Virginia University, Morgantown, WV May 2017 (Expected)
Bachelor of Arts in Strategic Communications

- Area of Emphasis: Public Relations
- Classes in strategic event planning, creative design & strategy, and audience insight & analysis

Internship Experience

Event Planning and Fundraising Intern May 2016–August 2016
United Way of Cincinnati, Cincinnati, OH

- Helped plan and execute three fundraisers for the Annual Campaign: Holiday Ball, Spring Fling Thrift Sale, and Summer Splash-n-Spin 5K
- Exceed fundraising goal by 5%
- Revitalized theme for existing events; created social media buzz around new “look and feel”
- Negotiated with vendors to decrease overhead, thus increasing profit
- Created step-by-step event planning guide for future interns and full-time staff

Campus Ambassador September 2015–April 2016
Coca-Cola, Morgantown, WV

- Established student engagement goal per semester independently
- Organized promotional events to increase sales of Coca-Cola products; events were designed to either capitalize on brand loyalty or attract new customers with loyalty to other brands
- Prepared and provided weekly progress reports to program manager via Skype

Work History

Front Desk Clerk, *Hotel Morgan*, Morgantown, WV June 2013–August 2015

Extra-Curricular Activities

PRSSA, *Vice President and Member* 2014–Present

- Organized fundraising 5k for Cancer: 250 participants, raised \$1200+ (50 percent higher than previous year)
- Fashion Show and Etiquette Dinner Co-Chair: organized event for 175 students and faculty