

LINDSAY GOPHER

Goucher College · 1021 Dulaney Valley Road · Baltimore, MD 21204 · Lindsay_gopher@goucher.edu

SUMMARY OF SKILLS

- Committed to working in a collaborative environment to create, promote and market
- Ability and willingness to approach new situations and challenges with determination and attention to detail, and to work well in a fast-paced atmosphere
- Excellent communication and presentation skills, both written and verbal

EDUCATION

Goucher College, Baltimore, MD, May 2005

Bachelor of Arts in Communication and Media Studies, Minor in Management, 3.63 GPA

- Honors & Awards: Dean's List, Marvin Perry Merit-Based Scholarship
- Related coursework: Research Methods in Communication, Intercultural Communication, Human Communication Theory, Media Ethics, Featuring Writing, Organizational Behavior, Business Law, Marketing Management, Public Relations, Concepts and Conditions for Creative Advertising, and Human Resource Management

University of Westminster, London, England, Fall 2004

Drew University, Madison, NJ, Fall 2001

- 3.918 GPA; Dean's List, Recipient of Merit Scholarship

RELATED EXPERIENCE

Marketing Intern, AFLAC, Towson, MD, January-February 2005

- Worked closely with District Sales Manager, promoting the benefits of the company and meeting with prospective clients throughout the region.
- Attended sales classes and obtained insurance certification.

Public Relations Intern, Canaan Public Relations, White Plains, NY, Summer 2004

- Engaged with clients to promote and plan events for media personnel, including media weeks at two spas. Developed media lists and created print placements to be used in press kits.

Volunteer, Hope Lodge of the American Cancer Society, Baltimore, MD, Fall 2003

- Acted as a Public Relations representative and created a campaign including a brochure, internal speech, newsletter, Public Service Announcement and print advertisement focused on the need for volunteers.

Marketing/PR Intern, Cole Communications, Bronxville, NY, December 2003-January 2004

- Created broadcast and print placements. Developed a direct marketing campaign for Ringling Bros Barnum & Bailey Circus. Scouted new clients throughout New York City, one of which was featured in Lucky magazine.

LEADERSHIP EXPERIENCE

Founding Co-President, Pi Sigma Phi Service-Social Sorority, Fall 2003-present

- Oversee the sorority by running meetings, planning events and using marketing skills to recruit on nearby campuses. Publicize events to raise money for the Susan G. Komen Breast Cancer Foundation.

Active member, Goucher College Social Committee, September 2003-May 2004

ADDITIONAL WORK EXPERIENCE

Sales Associate, Banana Republic, Scarsdale, NY, Summer 2004-present

Sales Associate, Fitgives, Scarsdale, NY, Summer 2001-2003