

# Cindy L. Dixon

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## EDUCATION

### Bachelors of Arts

Major: Public Relations  
Minor: Corporate Comm.  
Baylor University  
August 2011, GPA: 3.0

### Associates of Arts

Major: Speech Comm.  
McLennan Comm. College  
December 2008

## RELATED EXPERIENCE

### Leadership Roles

- Training Sessions, HWE
- CSA, Baylor University
- St. Peters Student Center (2006-2011)

### Design & Promotions

- Red Door Realty
- Kappa Delta, 2010

## INTERESTS & HOBBIES

Traveling | Meeting new people | Decorating | Photography | Sewing



## WORK EXPERIENCE

### March 2013 - March 2014

#### Digital Product Strategist | Hanley Wood Exhibitions

- Manage use of all mobile, email, online ad display
- Research & produced online & onsite advertising for digital sponsorships
- Responsible for internal communications between Digital Team & the office

### May 2012 - March 2013

#### Digital Product Specialist | Hanley Wood Exhibitions

- Responsible for fulfillment of sponsorship sales online
- Customer Service expert
- Maintain/update weekly reports

### December 2011 - May 2012

#### Account Manager | Redfish Bluefish Media

- Oversaw all social media accounts (Facebook, Twitter, LinkedIn)
- Created all contests, campaigns, write and produce all blog content

### August 2005 - May 2006 | December 2008 - May 2009

#### YMCA Site Director | YMCA at Lake Houston

- Responsible for K-5 for 5 hours a day, 5 days a week
- Taught daily lesson plans provided by YMCA Lake Houston After School Program

## INTERNSHIPS

### April 2011 - August 2011

#### Promotions Intern | M&M Broadcasters

- Specialized in newsletters, online ad displays
- Involved in the community for LIVE remotes/prize giveaways/ etc.

### January 2011 - May 2011

#### PR Intern | Midway ISD Education Foundation

- Involvement in social events and interviews with teachers/students
- Designed newsletter, videos, & created a campaign for raising \$1 million in grants

## SPECIAL TRAINING

### Top Skills

- Presentation Skills
- MS Office (Word, PowerPoint, Excel)
- Email (ExactTarget, Pardot, Outlook)
- Event Planning
- Video Editing (iMovie)