

# Mary Beth McDowell Perry

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## Education

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### Appalachian State University

*Bachelor of Science, May 2013*

Major: Public Relations, Communication

Minor: Non-profit management and general business

GPA: 3.71 Magna Cum Laude Honor Graduate

## Accomplishments & Awards

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- Leadership in Public Relations Award (May 2013)
- Founder and president of the Blue Ridge Conservancy ASU Campus Chapter (Aug. 2012-May 2013)
- Member of the Omega Theta Chapter of Lambda Pi Eta, a Communication Honor Society (Nov. 2011-May 2013)
- Served as an intern and student board member for Blue Ridge Conservancy in Boone, NC (Aug. 2012-May 2013)
- Planned and executed an event for Watauga Habitat for Humanity, raising \$800 in funds (Aug. 2012-Dec. 2012)
- Developed a re-branding campaign for Hope Pregnancy Resource Center in Boone, NC (Jan. 2013-May 2013)

## Work Experience

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### Institute for Public Relations | Charlotte, NC

*Research Assistant for the Social Science of Social Media Research Center (SSSM) (Jan. 2014 - present)*

- Composed and edited all written materials for the Social Science of Social Media Case Study Competition
- Researched and summarized articles to help develop SSSM's annual report on the top research studies for PR professionals of 2013
- Prepared Excel spreadsheets to display data sets and code research

### Modern Salon & Spa | Charlotte, NC

*Guest Relations Representative (Feb. 2014 - present)*

- Greet guests, efficiently maintain high-call volume, and book appointments for all Modern Salon locations
- Manage and monitor inventory, cash flow, and salon tidiness
- Completed a two-day, voluntary Aveda product training to better inform guests and increase product sales

### Change This World | Oak Island, NC

*Intern, Summer Camp Representative (May - Aug. 2012)*

- Served as the spokesperson to camp visitors and cultivated interest for future involvement with the organization
- Supervised and organized the packaging of 300,000 meals to be sent to Jacmel, Haiti through 72 packing events
- Visited Haiti to see the food distribution site, deliver meals, and aid a local partner with orphanage construction

### N.C. Baptist Assembly | Oak Island, NC

*Programming staff, media technician (Summer 2011, 2012)*

- Photographed events, edited video with iMovie, and managed a social media base of 3,000 fans/followers
- Oversaw media elements during camp services and lead discipleship groups for middle to high school-aged girls

## Service-Learning & Volunteer Involvement

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### Dr. Tina McCorkindale, Assistant Professor, ASU | Boone, NC

*Research Assistant, Solar Decathlon Europe Communications Student Team Member (Jan.-May 2013)*

- Conducted and coded research for Team Reciprocity, ASU's participants in Solar Decathlon Europe 2014
- Designed sponsorship packet layout with Adobe CS6 to raise funds for the million-dollar project

### Blue Ridge Conservancy | Boone, NC

*Intern, Student Board Member (Aug. 2012 - May 2013)*

- Attended bi-monthly board meetings as a student liaison between BRC and the university
- Responsible for press releases, newsletter content, and layout design of the annual newsletter with Adobe CS6