



Ariel West

Communications/Marketing

Experienced communications and public relations/marketing professional with five years combined work, internship, volunteer and educational experience looking to advance career. Strong writing and creative skills, especially news releases and feature stories. Experienced in social media advertisement and campaigns using interpersonal language to connect to audiences. Ability to multi-task while managing time and budget, creating an efficient work style.

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Awards and Honors

Featurette Writing

1st Place

OCpra Annual Conference, 2018

Social Media Campaign

2nd Place

OCpra Annual Conference, 2018

Editorial/Blog/Column Writing

3rd Place

OCpra Annual Conference, 2017

News Writing

3rd Place

OCpra Annual Conference, 2016

Events/Promotion

Honorable Mention

OCpra Annual Conference, 2016



Education

2015 **BACHELOR OF ARTS, STRATEGIC COMMUNICATIONS**
OKLAHOMA STATE UNIVERSITY, STILLWATER, OKLAHOMA



Relevant Experience

2018 **DIGITAL MEDIA COORDINATOR**
Pres. UNIVERSITY OF CENTRAL OKLAHOMA - UNIVERSITY COMMUNICATIONS - EDMOND, OK

- Write news releases, blog articles and feature stories
- Direct, design and build University websites while managing content and brand strategy using Cascade CMS
- Handle social media accounts for the University and overseeing social media content from other university department
- Collaborate with team members on brand strategy, recruiting campaigns, marketing events and promoting the mission of the University while ensuring consistency of messaging
- Create content and manage the daily e-newsletter, Centralities, as well as other online and print publications
- Track and monitor return-on-investment to create reports

2016 **VICE PRESIDENT, MARKETING**
Pres. GETRECT ORGANIZATION

- Write news releases, blog articles and feature stories
- Host monthly one-shot tournaments with participants from around the U.S.
- Handle content management for website through Squarespace
- Serve as the link between the community and the GetRECT organization for communications and feedback
- Coordinate and plan social media tactics and encourage social media interaction
- Develop and plan yearly schedule of events

2017 **MARKETING SPECIALIST**
2018 UNIVERSITY OF CENTRAL OKLAHOMA - COLLEGE OF FINE ARTS AND DESIGN - EDMOND, OK

- Handled press, article and feature story writing for six academic departments
- Contributed stories and content to annual university magazine
- Served as the web content management specialist and made daily updates to the website through Cascade CMS
- Coordinated creation of recruitment and marketing materials
- Handled social media marketing and advertising campaigns for several accounts across Facebook, Instagram, Twitter and Snapchat

2016 **COMMUNICATION SPECIALIST**
2017 OKLAHOMA STATE UNIVERSITY - SPEARS SCHOOL OF BUSINESS - STILLWATER, OK



Skills and Expertise

AP STYLE	BASIC HTML	EVENT PLANNING	SOCIAL MEDIA
MICROSOFT OFFICE	WRITING	ANALYTICS	OMNI/CASCADE CMS
ADOBE SUITE	WORDPRESS	IMODULES	EDITING
GOAL SETTING	PUBLIC SPEAKING	CREATIVE THINKING	CONTENT CREATION