

BETHANY RAMSEY

MARKETING, COMMUNICATIONS & PR

 423-506-0037

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 [Linkedin.com/in/bethanyramsey](https://www.linkedin.com/in/bethanyramsey)

SKILLS

Content Creation
Campaign Management
Social Media
Canva
Figma
Adobe C-Suite
Microsoft Office Suite
Excellent Written &
Verbal Communication

AFFILIATIONS

Red Shoe Society of Greater
Chattanooga
2018 – 2022

PRSA Lookout Chapter
2018 – Current

Young Professionals of
Chattanooga
'18 – Current

WORK EXPERIENCE

Marketing & Communications Coordinator

Ronald McDonald House Charities of Greater Chattanooga / 2018 – 2022

- Implemented creative marketing campaigns across all channels to support brand awareness and boost annual funding.
- Represented the RMHC brand across all media platforms and communication materials.
- Crafted content for press releases, newsletters, marketing and event campaigns.
- Acted as project management lead with marketing partners for events and campaigns.
- Created and monitored marketing plans, schedules, reporting and budgets.
- Developed annual reports and bi-annual newsletters to share with RMHC supporters.

Director of Programs

Public Relations Society of America - Lookout Chapter / 2020 – Current

- Plan and promote meaningful programs for the PRSA Lookout Chapter.
- Assist PR Director by sharing articles and local PR work.
- Help write monthly blog posts for the website.
- Coordinate with other chapter positions on annual awards program and events.

Social Media Manager & Events Coordinator

Mix 104.1 - WCLE / 2017

- Created and designed content for social media, promotions and events.
- Implemented two community events: Great Cleveland Duck Race and Family Expo that hundreds attended from Bradley County.
- Coordinated with vendors and businesses for event space and materials.

EDUCATION

Bachelor of Arts, Lee University, Public Relations

2017 *Graduated with a Minor in Business and Psychology*
Magna Cum Laude
Certified in Education for Public Relations (CEPR)