

DALLAS M. WEST

832.453.9536 ✦ dallasmwest@gmail.com

www.linkedin.com/in/dallasmwest

MARKETING – COMMUNICATIONS – PUBLIC RELATIONS

Personable and highly motivated Communications Coordinator with the ability to create innovative campaigns that support growth initiatives across all communication platforms. Skilled at facilitating clear and transparent communication between all levels of company staff that creates meaningful results. Able to work well independently and in coordination with a professional communications team to develop content that fosters brand awareness and marketing initiatives. Capable of developing dynamic client relationships and communication skills proven by the ability to manage events that directly result in record market participation and following.

CORE COMPETENCIES

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|-----------------------|--------------------------------|------------------|
| ▪ Pitching | ▪ Customer Targeting | ▪ Problem-Solver |
| ▪ Media List Building | ▪ Press Releases | ▪ Social Media |
| ▪ Promotions | ▪ Media & Influencer Relations | ▪ Video Editing |

PROFESSIONAL EXPERIENCE

French-American Chamber of Commerce ✦ Houston, TX ✦ 2018

Marketing and Communications Coordinator

- Create bi-monthly newsletter that is sent to all members and potential new members
- Manage social media accounts by creating and posting content
- Create and implement new marketing strategy to be used to gain new members and grow the organization's outreach.

TruePoint Communications ✦ Dallas, TX ✦ 2017

Public Relations Intern

- Acted as Assistant Account Executive for two companies and helped with the process of their new restaurant openings.
- Helped create Program Overviews and Marketing Campaigns for multiple restaurants and stores across the country.
- Drafted and distributed communications materials including press releases, targeted pitches, product reviews and other tactics for B2B and consumer industry clients across various mediums.
- Participated in team brainstorming strategy meetings regarding brand development, crisis communications and campaign planning.
- Coordinated media events and managed media and influencer guest lists for multiple clients.
- Independently coordinated Grand Opening event for a restaurant's new location.

West Law Group PLLC ✦ Houston, TX ✦ 2016 – 2017

Legal Assistant

- Handle administrative and clerical duties, including preparing Texas legal documents and contracts, entering new claims into a database.
- Work with Court Appointed Receiver to locate and freeze assets of debtors and communicate with banks throughout the country.

Melissa's Boutique ✦ Austin, TX ✦ 2016

Public Relations and Social Media, Sales Associate, Visual Merchandising

- Managed complete in-store visual merchandising and promotions for the Grand Re-Opening, resulting in customer appeal and increased sales by more than 50%.
- Increased retention by assisting the owner with buying and visual placement of merchandise to create an atmosphere suitable for all customers.
- Enhanced store visibility and promoted the brand to a broader audience base through managing all social media accounts, including new product marketing and promoting giveaways.

University of Texas Athletics ✦ Austin, TX ✦ 2016

Fan Services Student Assistant and Tour Guide

- Coordinated logistics for fans to and from the venue and provided information booth assistance to guests to cultivate a pleasant fan experience.
- Provided guided tours of the UT football stadium for fans to create an active football community beyond games.
- Helped with the scheduling of multiple sporting events to ensure the event ran smoothly.

The lala.com ✦ Austin, TX ✦ 2015 – 2016

Marketing and PR Representative

- Increased social media and campus awareness using all social media platforms to post relevant event information and coordinating events on campus each semester.
- Used social media to promote the website's content to the target audience
- Helped with retention subscribers and helped increase the website's following on multiple social media platforms.

Texas Capitol ✦ Austin, TX ✦ 2015

Legal Intern

- Assisted with administrative and clerical responsibilities including data entry and producing social media content.
- Helped promote at local functions by giving out informational flyers and goodies.
- Talked with elected officials and listened in on sessions and legislative meetings.

EDUCATION

The University of Texas, Austin, TX ✦ 2016

Bachelor of Science in Communication Studies: Corporate Communications

Certifications or Additional Education:

International Business Foundations Certificate: McCombs School of Business

Texas Sports Media Certificate: Moody College of Communications

Study Abroad: Universita degli Studi Roma Tre, Italy, Summer 2015

Dean's List: Moody College of Communication

ADDITIONAL CREDENTIALS

TECHNICAL SKILLS

Microsoft Suite, Cision, Social Media Platforms, Adobe Creative Suite, SharePoint, Wordpress, G-Suite, Constant Contact, Google AdWords, GoPro Studio, TV Eyes, Spring Ahead, Mail Chimp

ORGANIZATIONS

- Alpha Xi Delta-Member-Recruitment Team
- Texas Belles Event Planning Organization-Member
- Houston Livestock Show & Rodeo-Junior Committee