

Savannah Botkin

CONTACT



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WWW.LINKEDIN.COM/IN/SAVANNAH-BOTKIN



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SKILLS

- PHOTO EDITING
- ADOBE CREATIVE SUITE: ILLUSTRATOR, INDESIGN, PHOTOSHOP, LIGHTROOM
- MANAGEMENT OF SOCIAL MEDIA ALGORITHMS
- MICROSOFT OFFICE SUITE
- EMAIL MARKETING
- SEARCH ENGINE OPTIMIZATION (SEO)
- GRAPHIC DESIGN
- BRANDING & LOGO CREATION
- WEBSITE DESIGN
- ATTENTION TO DETAIL & AESTHETICS
- TYPOGRAPHY

RECOGNITION

TEXAS A&M DEAN'S HONOR ROLL

EDUCATION

TEXAS A&M UNIVERSITY, COLLEGE STATION, TX

BACHELOR OF SCIENCE IN AGRICULTURAL COMMUNICATIONS & JOURNALISM

CUM LAUDE

SPRING 2018 - SPRING 2020

WORK EXPERIENCE

OWNER & DESIGNER

WRAPPED, BY SAV

MAY 2016 - PRESENT

- CONTRIBUTE TO CHARITABLE ORGANIZATIONS BOTH MONETARILY AND THROUGH PRODUCT DONATION MONTHLY
- MANAGE JEWELRY DESIGN, SALES AND MARKETING, CUSTOMER RELATIONS, FULFILLING ONLINE ORDERS AND DAY TO DAY OPERATIONS
- LEAD A TEAM OF 60 COLLEGE AGED FEMALE INTERNS TO HELP THEM GAIN EXPERIENCE WORKING WITH A SMALL BUSINESS
- FULFILL WHOLESALE ORDERS TO BOUTIQUES AROUND THE COUNTRY
- DESIGN AND DISTRIBUTE MARKETING AND PROMOTIONAL MATERIAL ACROSS SOCIAL MEDIA PLATFORMS TO OVER 22K FOLLOWERS.

BRAND MANAGER & DESIGNER

ST. PETER'S ECDC

JUNE 2019 - PRESENT

- UPDATE OLD LOGO AND BRANDING TO A MORE MODERN AND COHESIVE DESIGN
- CREATE AND MAINTAIN WEBSITE AND SOCIAL MEDIA ACCOUNTS INCLUDING INSTAGRAM, FACEBOOK AND YOUTUBE
- DESIGN AND ORDER MARKETING AND PROMOTIONAL MATERIAL

LEADERSHIP

MERCHANDISE CHAIRMAN

ALPHA OMICRON PI, LAMBDA RHO CHAPTER

SPRING 2016 - FALL 2016

- ELECTED POSITION WITHIN THE SORORITY, RESPONSIBLE FOR THE DESIGN, ORDERING AND DISTRIBUTION OF MERCHANDISE AND PROMOTIONAL MATERIAL FOR ALL CHAPTER EVENTS AND SORORITY RECRUITMENT