

# Christa Skelton

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## Skills:

- ◇ Comfortable with all Microsoft Office programs and Adobe Creative Suite
- ◇ Skilled with both Mac and PC platforms
- ◇ Proficient in HTML and CSS

## Education:

**Grand Valley State University**, Allendale, Michigan  
Bachelor of Business Administration in Marketing, expected May 2010  
Communications Minor, Advertising and PR  
Current GPA of 3.8 on a 4.0 scale

## Relevant Coursework:

- ◇ **Web Design:** Web Design (High School), Introduction to Computer Science
- ◇ **Marketing:** Introduction to marketing, Consumer Behavior, Marketing Research, Marketing and Advertising Communications, Marketing on the Internet, Marketing Strategies
- ◇ **Advertising & PR:** Technology in PR and Advertising, Fundamentals of Advertising, Fundamentals of PR, PR Event Coordination, Advertising Cases, Journalism, Media Relations Writing

## Work Experience:

- Web Designer**, September 2009 to present  
GVSU Institutional Marketing
- ◇ Create headers and color schemes for existing pages
  - ◇ Research and mock-up possible designs for upcoming projects
  - ◇ Clean up HTML, create buttons, and perform other various tasks as needed
- Marketing/Web/Public Relations Intern**, April 2009 to September 2009  
Revue Magazine – West Michigan's Entertainment Guide
- ◇ Update website, do research for new website, and create website (Shirtprize.com)
  - ◇ Do fact checking, writing, blogging, and distribution
  - ◇ Research for articles, mailers, and sales
- Web Editor**, January 2009 to September 2009  
iWrite Consulting, Michigan
- ◇ Editing and organizing web pages using Fatwire, a content management system

## Activities:

- ◇ **PRSSA**, Public Relations Student Society of America, 2008-present
- ◇ **Grand PR**, Student-led PR Firm, 2008-present; Lakeview Financial & Creative Smackdown account teams.
- ◇ **American Marketing Association**, VP of Advertising, 2009 to present; Create AMA website, assemble advertising committee, and design various promotional materials.
- ◇ **Amateur Graphic Design**, Created ads, flyers, and logos for various groups
- ◇ **Volunteering at events**, such as Creative Smackdown 2008 and Ox-Bow 2009