

P A U L A H O W A R D

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We are relocating to Seattle November 1 and I am seeking employment. I am able to work remote if needed.

Skills

- ✖ Passion for visual storytelling
- ✖ Excellent at building business relationships
- ✖ Learn new skills quickly
- ✖ Enthusiastic team player
- ✖ Able to lead others
- ✖ Excellent communication skills
- ✖ Enjoy fast-paced environment
- ✖ Proofreading
- ✖ Adobe Creative Cloud
- ✖ Able to work with tight deadlines
- ✖ Calm in emergency situations
- ✖ MS Word, Excel, PowerPoint
- ✖ Able to work independently
- ✖ Knowledge of Windows and Mac
- ✖ Effective prioritizing skills
- ✖ Creative problem solving skills
- ✖ Ability to multi-task

Work History

10/24/19 Walmart Corporate/Freelance Bentonville, AR

PRODUCTION ASST Director: Josh Baxter

- ✖ Assisted the director with production of Intruder Safety video
- ✖ Made suggestions for camera angles, shots, and scripting

03/10/2017 – Present

INSOURCE Alicia Pugh, AOM Alicia.Pugh@walmart.com

- ✖ Integral member of this pilot program that is saving the company millions of dollars
- ✖ Liaise between stores, techs, and vendors to ensure smooth store operations
- ✖ Make decisions that effect the quality of product while remaining cost effective
- ✖ Consistently meet and exceed metrics expectations

08/11/2011 – 12/23/2016

UPSTREAMING Brian Pope, Mgr brian.pope@walmart.com

- ✖ Helped implement the Upstreaming, a pilot program designed to limit spoilage and shortages in stores' fresh produce
- ✖ Suggested and tested procedures to help streamline the process, most of which are still in use
- ✖ Kept up with trucks and drivers to ensure product arrived on time

12/23/2010 – Present Self-employed Rogers, AR

FREELANCE VIDEO PRODUCTION/EDITING/WRITER

- ✖ Edit raw footage into a cohesive, coherent, fun video
- ✖ Wrote parenting articles for various publications
- ✖ Proofread for several authors in both Fiction and Nonfiction

07/2006 – 3/2009 Consumer's Testing Labs Bentonville, AR

SPEC SUPERVISOR Paula Pedersen, Mgr 479-286-2300

- ✖ Quality Assurance - ensured quality of testing in relation to garment specifications, measurements, and craftsmanship
- ✖ An integral part of the team that created, planned, and implemented a new position within specifications department

OTHER RELEVANT WORK EXPERIENCE

Marketing and Advertising– Small Retail Business – 6 years experience

- Created marketing strategies for a local gift shop
- Built customer base for the gift shop, expanding sales from \$200 per month to over \$3000 per month
- Copywrite ads for various media including newspapers, radio, television, and internet
- Created marketing campaigns for special events

Public Relations – Small Retail Business – 6 years experience

- Wrote and distributed press releases for shop opening and events
- Was the shop's spokesperson for various interviews including a local talk show, television news, and lead newspaper articles
- Promoted the shop in venues such as a Bentonville Chamber of Commerce festival, Renaissance Faires, and community street festivals

Event Planning – Small Retail Business– 6 years experience

- Coordinated store events such as small fairs and festivals
- Obtained venues for events
- Negotiated with vendors and entertainment talent
- Obtained all necessary permits, documentation, etc.

Management – 8 years experience

- Interviewed, hired, and fired employees for Dallas/Ft Worth convenience store chain
- Managed c-stores that were running into the red on sales and turned them around to generating a profit within 6 months to a year
- Kept records of sales, expenses, and profits and generated reports
- Trained new employees on company procedures and policies
- Made all decisions pertaining to marketing, advertising, and product for a retail shop
- Supervised up to 20 employees

Graphic Design

- Designed private brand packaging for a small retail shop
- Designed brochures and flyers

Education

Full Sail University – Orlando, FL
BS Media Communications 11/2018

Crowder College – Neosho, MO 05/2011
AAS Marketing Management

Offices Held: Reporter, PBL/SIFE (Enactus)
Historian, PBL/SIFE (Enactus)

Awards and Commendations:	Valedictorian, Full Sail University Advanced Achievement Award, Full Sail University Course Director Award, Media Entrepreneurship and Technical Writing 1 st Place, Community Service, State PBL Competitions
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