

PAULA HOWARD

479-685-4454 | paulahoward2211@gmail.com | <http://paulahoward2211.wixsite.com/personal-portfolio>

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

Skills

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|-------------------------------------|--|-----------------------------------|
| ✦ 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
AAS Marketing Management

05/2011

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
1st Place, Community Service, State PBL Competitions
