

Joi A. Richards

EDUCATION

August 2007-Current Stephens College Columbia, MO

- B.A., Marketing: Public Relations and Advertising GPA 3.3/4.0
- Minor: Special events and management
- Expected graduation date: May 9, 2009

August 2005-June 2007 Saint Louis Community College Saint Louis, MO

- A.A., General Transfer Studies

Related coursework:

- Principles & Practices of Public Relations Accounting I and II
- Case Studies in Marketing and Public Relations Principles of Marketing
- Principles of Management Persuasion
- Public Speaking Human Resource Management
- The Nuts & Bolts of Event Planning Consumer Behavior
- Mass Communications Gender Communication

WORK EXPERIENCE

Development/event specialist intern

June 2008-July 2008 FOCUS St. Louis Saint Louis, MO

- Special Events Planning
- Recruit and coordinate event volunteers
- Identify sources of corporate/foundational support

Marketing/Public relations intern

August 2008-December 2008 Family Counseling Center Columbia, MO

- Focused promotions, link exchanges and advertising toward regional exposure
- Conducted professional presentations to coordinator
- Attended meetings and team environments to better organizational goals

Server

January 2003-present International House of Pancakes Saint Louis, MO

- Responsible for balancing customer service and sales techniques to ensure company products were sold and guests loyalty was enhanced.
- Assisted in store opening and preparation
- Handled cash transactions
- Acted as team lead to train other servers

ORGANIZATIONS/ASSOCIATIONS

- August 2008-present Public Relations Student Society of America -VP of Public Relations
 - August 2007-present Martin Luther King Student Union-member
 - August 2007-March 2008 Stephens College Ambassadors-member
 - October 2007-March 2008 Stephens Department of Marketing/Public Relations -volunteer
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