

Riley A. Longacre
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SUMMARY OF QUALIFICATIONS

- Extensive experience in organizing and encouraging teams.
- Experienced in planning events and promotions.
- Knowledge of social media outlets and uses.

EDUCATION

Oklahoma State University
Bachelor of Arts in Strategic Communications

Expected Graduation: May 2013
GPA: 3.294

RELEVANT EXPERIENCE

Joseppi's Italian Kitchen
Server

January 2012 - Present
Stillwater, Oklahoma

- Convey an optimistic attitude toward coworkers and guests.
- Ensure each guest has a wonderful experience and leaves satisfied.
- Encourage relationship building with guests through friendly service.

Her Campus Online Magazine
Writer

September 2011 - Present
Stillwater, Oklahoma

- Develop ideas for weekly stories.
- Research content in order to provide story ideas that entice young women

SJL Inc.
Brand Representative

March 2011 - Present
Tulsa, Oklahoma

- Prepare and create displays that generate customer appeal.
- Promote product and distribute samples.
- Interact with customers and encourage continued product use.
- Build clientele at events, family-oriented concerts and expo shows.

Theta Rocks the CASA Public Relations Committee
Chairman

November 2010
Stillwater, Oklahoma

- Managed 20 women in executing promotions for a philanthropy concert.
- Coordinated promotional activities such as dinner announcements and flier production.

ADDITIONAL EXPERIENCE

- Public Relations Student Society of America
- Ad Club
- Recruitment House Tour Day Chairman
- Rhinestone Cowgirl Sales Associate
- Rhinestones & Rubies Sales Associate

August 2011 - Present
August 2011 - Present
July 2011 - August 2011
June 2010 - October 2011
June 2010 - August 2011

LEADERSHIP EXPERIENCE & ACTIVITIES

- Member of Kappa Alpha Theta**
- "Love for Lou" Philanthropic Chairman
 - Music Chairman
 - Mom's Day Chairman
 - Freshmen Follies Director
 - Greek Week Chairman

August 2009 - Present
February 2012
January 2011 - December 2011
April 2011
April 2010 - October 2010
April 2010

Elliot Girls of Oxford

September 2011 - Present

