

Peyton Nichols

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Education

Longwood University, AACSB Accredited- Farmville, VA **May 2012**
BSBA in Business Administration
Concentration in Marketing, Minor in Communication Studies

J Sargent Reynolds Community College- Richmond, VA **expected 2014**
Internet Application Development (Web Design), Certificate

Professional Experience

Crater Small Business Development Center, Program Manager- Petersburg, VA **August 2012- Present**
Assist in marketing programs and schedule and coordinate training to small business owners.
Record and track all program related data through usage of management information systems.
Serve as Public Relations Representative.
Build and maintain relationships with program participants utilizing Constant Contact website.

Saxon Shoes, Sales Associate- Richmond, VA **October 2006- Present**
Maintain customer relationships by keeping previous purchase records.
Train and supervise new employees.
Recommend and assist with proper customer fittings.

Longwood Small Business Development Center, Intern- Farmville, VA **January 2012- May 2012**
Create marketing plans for small businesses.
Conduct market research for new and existing businesses.
Gather and present financial analysis to clients.

Briefings Media Group, Business Development & Marketing Intern- Richmond, VA **May 2011- July 2011**
Promoted Regional Marketing Events.
Tested design of website and updated.
Collaborated in the design and execution of event planning.

Leadership Experiences

Sigma Kappa Sorority, Delta Nu Chapter, Collegian **January 2008- May 2012**
Sisterhood Chair
Developed and implemented chapter sisterhood program activities.
Worked closely with advisor and committee members to plan events.
Worked closely with Vice President to make sure needs of members were met through activities.

Webmaster
Created and maintained chapter website, blog, Facebook, and Twitter account.
Educated members on the power of social media and proper usage.
Redesigned media monitoring process.

Continuing Membership Chair
Researched and implemented successful methods to attract potential new members.
Expanded recruitment team efforts to promote a positive image of the sorority.

Recruitment Day Chair
Maintained daily budget through price comparisons and monitored expenditures.
Supervised committee members to ensure the design was effectively executed.
Reported weaknesses to the Vice President of Membership and Recruitment Supervisor.
Provided data for analysis to the Recruitment Supervisor.

Sigma Kappa Sorority, Richmond Alumnae Chapter **July 2012- Present**
Public Relations Liaison/ Webmaster
Created and maintained chapter website in compliance with national guidelines.
Worked closely with other positions to help promote chapter events.

Awards and Achievements

National Hazing Prevention Week Case Study Competition (First Place)

Other Skills

Proficient in PC and Mac operating systems, Microsoft Word, Excel, Access, PowerPoint, Outlook
Knowledge of Google Advertising