



Philip Lane

Self-starter, outgoing personality, enjoys working with all types of individuals, enjoys learning skills, able to take direction from others, dependable, trustworthy, takes pride in doing a good job and accomplishing goals, organized and efficient.

CONTACT

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EDUCATION

M.S. Communication, Public Relations/Marketing

North Carolina State University
Raleigh, NC » May 2018

B.A. Communication, Public Relations

Mississippi State University
Starkville, MS » May 2016

SKILLS

Microsoft Office Suite
Adobe DreamWeaver CC
Adobe Illustrator CC
Adobe InDesign CC
Adobe Lightroom CC
Adobe Muse CC
Adobe Photoshop CC
iWork Programs
Basic HTML
Basic CSS
WordPress
Website Design
Hand Lettering
Public Speaking
Graphic Design

VOLUNTEER

Boy Scouts of America
Disney Volunt-Ears
Give Kids a Smile
Habitat for Humanity
Mustard Seed
Palmer Home
We Will Go Ministry

PROFESSIONAL EXPERIENCE

Marketing Specialist/Social Media Manager

Stanhope 2013, LLC » Raleigh, NC
February 2017 - Present

Marketing specialist of an 822 unit residential property located beside North Carolina State University. Develops strategic and targeted marketing plans to improve leasing activity at the property. Surveys and identifies target publics based on social media platform. Assists with budget management of the property for promotional materials. Creates daily material to promote on property's social media platforms. Manages social media accounts and assists with communication on all platforms.

Marketing/Public Relations Intern

Kane Residential Corporation » Raleigh, NC
August 2017 - January 2018

Assisted the marketing manager of Kane Residential Corporation with creating promotional materials for assets and properties. Developed and updated websites for current, new, and upcoming residential properties. Assisted marketing manager with strategically planning promotional events and giveaways to ensure high leasing activity at Kane Residential properties. Surveyed Kane Residential properties to determine target leasing audiences to develop marketing plans for each audience.

Instructor of Record/Teaching Assistant

North Carolina State University » Raleigh, NC
August 2016 - Present

Responsible for teaching four sections of university-level COM 110, Public Speaking, for Fall 2017 and Spring 2017. Planned and designed course materials including class assignments, speeches, syllabus, and online student portal website. Responsible for assisting professors with course material and teaching in COM 322 (Fall 2016) and COM 230 (Spring 2017).

Building Supervisor

Joe Frank Sanderson Recreation Facility » Starkville, MS
May 2015 - August 2016

Building supervisor of a 150,000 square-foot facility. Provided superior customer service to patrons of the university while continuing the safe and efficient operation of a high-traffic recreational facility. Provided supervision over facility's staff assisted the director of the facility. Created staff schedules and organized representation for the facility during university's orientation. Contributed ideas for improvement in facility's organization and promoted a welcoming atmosphere.

Walt Disney World Intern

The Walt Disney Company » Lake Buena Vista, FL
May 2013 - January 2016

Disney College Program internship in merchandise at Big Top Souvenirs in Magic Kingdom. Provided superior customer service to guests visiting the theme park while continuing the safe and efficient operation of a high-traffic merchandise store; contributed ideas for improvement at store meetings; devised a systematic plan that maximized the efficiency of stocking the floor in a timely fashion that met the needs of the high traffic public that is still used today.

ACCOMPLISHMENTS

Eagle Scout
Black Belt in Tae Kwan Do
HOBY Leader
Most Like Walt Disney Award

Overall Customer Service Award
Welcome Center Employee of the Year
Communication Graduate Student Association President
Communication Graduate Student Ambassador

To see examples of my work, please visit philipelane.wixsite.com/philipelane.