Audra A. Brady

1015 Debbie Lane (610) 737-8244

Allentown, PA 18103 audrabrady@gmail.com

**SUMMARY** Self-motivated, resourceful, and detail oriented individual ▪ Able to work equally well one-on-one or on a team ▪ Effective communicator at all levels with strong problem solving and analytical skills.

**EDUCATION Marist College,** Poughkeepsie, NY

Bachelor of Arts expected Month/Yr.

Major: Communication, Concentration: Public Relations

GPA: 3.75; Dean’s List (3 semesters); Full Volleyball Athletic Scholarship (4 years)

**RELATED *Intern*, St. Joseph’s Preparatory School,** Philadelphia, PA05/12- 08/12

**EXPERIENCE ● E**ditor of The Prep News Magazine which reaches over 20,000 alumni,

Parents and students

* Build awareness by creating two videos and brochure to promote summer programs
* Created and contributed to print and online calendar
* Updated and created Facebook pages for alumni
* Updated information on alumni to increase database
* Created cover of Student Planner and Handbook

***Intern,* American Red Cross,** Allentown, PA05/12-08/12

* Created banners on Photoshop for local website
* Wrote press releases
* Crafted Excel spreadsheet of local media outlets
* Staged photos published in newspapers and submitted to nationals

**EMPOYMENT *Assistant*, Lori Smith Photography,** Allentown, PA06**/**12-08/12

* Responsible for setting up photo shoots; edited photos using Photoshop

***Office Assistant/Sales Representative,* State Farm Insurance,** Whitehall, PA09/06-Present

* Responsible for clerical, administrative, and sales functions for this fortune 500 company.
* Handled accounts receivable, filing and processing auto, home, and life claims, web, direct, and referral based marketing, cold calling current and prospective customers to add coverage to their current policies, and other clerical duties as needed.
* Launched a direct mail marketing campaign to current and perspective customers in an attempt to generate additional business.
* Created and operated the agent’s Facebook page in an attempt to target current and potential cliental as well as boost brand recognition for the office.

***Snack Bar Attendant,* Trident Swim/Tennis Club,** Allentown, PA 05/03- 08/06

* Responsible for preparing and serving light lunches, soft drinks, and ice cream dishes.
* Handled financial transactions, maintained inventory and stocked items as needed.
* Trained and supervised new employees.

**SKILLS** Efficient in social media networks such as Facebook, Twitter, LinkedIn, Instagram, and Pinterest. Experience with Adobe Photoshop and Adobe Illustrator.

**ACTIVITIES**Division 1 Marist College Women’s Volleyball Team – 3 year starting setter

2011 MAAC Volleyball All-Academic Team

Member of the Public Relations Student Society of America

Active council member of LEAP

Representative to Student Athletic Advisory Committee (SAAC) for Women’s Volleyball