

CAREN BAILEY  
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## **EDUCATION**

### **Stephens College**

**Columbia, MO**

B.S. in Marketing: Public Relations and Advertising, May 2010; 3.8/4.0 GPA; Dean's List with High Honors; Public Relations Student Society of America (PRSSA) Secretary; National PRSSA Convention attendee; American Humanics Association (AHSAs) Secretary. World Cup Equestrian Team participant (2010).

### **Birmingham-Southern College**

**Birmingham, AL**

Garnered 93 credit hours in four semesters; Dean's List (06-07); BA 201: Philosophy of Business, Teaching Assistant; Women in Leadership Development (W.I.L.D.), President; Urban Kidz Ministry, Volunteer Coordinator; *Hilltop News*, freelance writer; Resident Advisor (07-08).

## **EXPERIENCE**

### **Marketing Solutions (10/11-Present)**

**Denver, CO**

Assist small businesses and publicly traded companies in building their online presence. Utilize data and analysis of multivariate testing to provide strategic marketing guidance. Increase traffic, generate leads and grow sales via social media marketing, Google AdWords and Google Analytics. Deliver monthly reports and status updates.

### **AMLI: Leasing Consultant and Marketing Coordinator (10/10 - 10/11)**

**Westminster, CO**

Build exclusive relationships with local Fortune 500 companies and local merchants to attain qualified prospects and maintain maximum occupancy. Create, plan and execute innovative marketing plan that increased traffic in the first six months by 22%, promote resident retention, improve relationships with current residents and examine traffic sources and marketing reports to plan effective marketing. Generated over \$500,000 in rent money in the first 11 months. Headed the corporate housing challenge for Denver that improved renewal status and resident satisfaction. Created programs for maintenance team that effectively tracked resident services.

### **Mills Properties, LLC.: Intern (06/09-10/10)**

**St. Louis, MO**

Initiated sale of villa valued at \$350,000. Increased traffic to property by 25%. Improved copy on website. Expanded web visibility through connection sites. Wrote news releases published in *Columbia Tribune* and *Missourian*. Supervised online comment boxes and responded to questions and concerns. Hosted a ceremony for 50+ guests. Discovered new target market and created marketing plan complete with SWOT analysis.

### **Theatre NXS: Senior Project (8/09-5/10)**

**Columbia, MO**

Conducted a SWOT analysis. Created a research plan and implemented a course of action to handle the public relations and marketing strategies for a concert held in April 2009. Reached attendance goal of 150 people. Enhanced the copy on the company website and Facebook fan page. Managed fiscal budgets. Secured deal with a local TV station that matched our advertising dollars.

### **ARAMARK: Catering Supervisor (01/09-05/10)**

**Columbia, MO**

Work cohesively with team to provide first-class catering services in one of Columbia's most popular event spaces. Provide efficient, friendly guests services for all events while improving event management knowledge and skills. Cooperate with Stephens College Conferences Department to ensure the customer's satisfaction.

## **PERSONAL**

Fledgling therapeutic riding instructor, fascinated by the human condition, instrumental music fanatic, two-time national champion in equestrian sports, yoga instructor, Southern Belle, social media guru, hotel & spa admirer.