

COLTON ROBBINS

COMMUNICATIONS SPECIALIST | 731-394-3230 | COLTONROBBINS2@LIVE.COM

EDUCATION

Murray State University

Murray, Kentucky

Bachelor of Science | 2012-2017

Major: Public Relations (ACEJMC-accredited)

Minor: Advertising (ACEJMC-accredited)

WORK EXPERIENCE

Merkley+Partners Advertising Agency

Account Management Intern | New York, New York | 2016

- Worked in depth with multiple pharmaceutical brands including ProAir and QVAR both from Teva Pharmaceuticals
- Helped create and edit new business decks and presentations
- Handled creative pieces coming in and out of proofreading
- Conducted primary and secondary research within the pharmaceutical industry
- Oversaw traditional and non-traditional advertising pieces from concept development to launch

Murray State Athletic Marketing Department

Game Day Marketing Intern | Murray, Kentucky | 2015-2016

- Helped developed marketing strategies to increase attendance throughout all athletic programs at Murray State University
- Executed special events and promotions both within the community and on campus

SOFT SKILLS

- Leadership
- Adaptable
- Creative Brainstorming
- Negotiating
- Problem Solving
- Performing Under Pressure
- Open Minded

HARD SKILLS

- Microsoft Office
- Presentation Editing
- Writing
- Implementing Strategy
- Research
- Social Media Management

NOTABLES

Top 10 New Member Class

Pi Kappa Alpha | 2013

As rush chairman, I completely revamped my fraternity's recruitment process. We focused on name generation through social media platforms, grew interests for our fraternity through special events, and maintained interest by having personal relationships with the candidates. This resulted in my fraternity and I receiving national recruitment awards. Our new member class was top 10 in the nation.