

Elizabeth H. Bumgardner

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EDUCATION

Virginia Polytechnic Institute and State University *Cum Laude*

Blacksburg, Virginia

B.S. in Business: *Marketing Management, Concentration in Digital Marketing; Minor: History*

May 2023

Relevant Coursework: *Digital Marketing Strategy, Marketing Communication, Marketing Channels and Logistics, Strategic Marketing, Strategic Management, Floral Design*

PROFESSIONAL EXPERIENCE

Team Coordinator

Richmond, Virginia

Glint Events

May 2023 – Present

- Produced 3 corporate events with attendee counts ranging from 170 to 500, and successfully executed 7 weddings. Additionally, provided valuable assistance in planning 15 weddings, contributing to seamless event experiences.
- Managed Glint Events staff, effectively delegating responsibilities on event days to ensure exceptional service delivery and exceeding client expectations.
- Demonstrated strong work ethic by engaging in timely setup and breakdown activities during event weeks, optimizing logistical operations.
- Collaborated on Run of Show and Timeline scheduling, contributing to the smooth flow of events and client satisfaction.
- Served as reliable day-of point of contact for vendors and clients, maintaining professionalism and resolving issues promptly.
- Successfully managed Instagram, Facebook, Pinterest, and LinkedIn accounts, resulting in increased growth and engagement across all platforms
- Implemented a Power Partner gifting program, strategically leveraging incentives to strengthen partnerships and drive business growth.
- Created visually appealing graphics for events and social media posts contributing to brand visibility and recognition.
- Orchestrated milestone gifting initiatives to commemorate client anniversaries and foster long-term relationships.
- Developed and executed blog content creation and publication schedule, ensuring consistency and relevance to target audience.

Freelance Florist

Richmond, Virginia

Gathered Floral Co.

July 2022 – Present

- Assisted head florist with floral arrangements and décor at 10 weddings.
- Arranged over 200 floral installations at each wedding and assisted with both set-up and take-down at the venues.

Communications Intern

Blacksburg, Virginia

Virginia Tech Office for Enterprise, Administration, and Business Services

August 2022 – May 2023

- Designed and managed social media platforms to market Virginia Tech's 6 auxiliary teams towards students.
- Held weekly meetings with each of the auxiliary teams to create content for the new social media pages.
- Updated and maintained divisional websites.
- Attended divisional events to gather and create photo and video content for the 6 teams.

Grant Proposal Team Leader

Lugano, Switzerland

Linking Lives Program

January 2022 – April 2022

- Worked on a team with 10 other students to create a sustainable project for Rwanda, Africa
- Combined theory and practice to research the effectiveness and potential benefits of mindfulness for young students

LEADERSHIP EXPERIENCE AND COMMUNITY INVOLVEMENT

Design Team Member

Blacksburg, Virginia

American Marketing Association

January 2021 – May 2023

Committee Manager, Alumna

Blacksburg, Virginia

Alpha Chi Omega Sorority

January 2021 – May 2023

ADDITIONAL PROFICIENCIES AND ACHIEVEMENTS

Certifications: Hubspot Email Marketing, Hubspot Inbound Marketing

Technical: Proficient in Microsoft Suite; Adobe Photoshop, InDesign