

# Savannah Gow

406-544-4744

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## EDUCATION

Bachelor of Mass Communications, Public Relations emphasis  
Brigham Young University, April 2020  
GPA: 3.92

## SKILLS

- Adobe Illustrator
- Adobe InDesign
- Event Planning
- Public Speaking
- Instagram
- Facebook
- Swedish
- Writing
- Leadership

## PUBLIC RELATIONS EXPERIENCE

### Marketing Team Project Manager

*BYU Career Services  
May 2019 - present*

- Assist marketing director in conceptualizing and executing campus-wide campaigns
- Delegate an average of 75 marketing requests per quarter to marketing team members
- Create department branding and style guide
- Maintain branding guidelines through approving and assisting in team projects

### Airport Ambassador

*Missoula International Airport  
June 2018 - present*

- Manage customer satisfaction through online survey
- Present recommendations from survey results quarterly to board of directors
- Manage Facebook and Instagram accounts to increase following by 10% quarterly
- Execute social media contest on behalf of airport resulting in 1,538 entries
- Collaborate with airlines, security, and baggage in daily operations

### Event Coordinator

*BYU Career Services  
Sept 2015 - May 2016,  
Apr 2018 - May 2019*

- Coordinated 5 university-wide career fairs within the school year
- Oversaw needs and expectations with hundreds of employers
- Directed team of 95 volunteers before and during individual events
- Recovered \$36,000 in payments through rigorous communication
- Acted as person of reference for employers before and during events

## OTHER EXPERIENCE

### University-Wide Assembly Coordinator

*BYU Student Association  
Oct 2015 - Apr 2016*

- Delegated to and managed a team of 15 students to accomplish critical tasks
- Organized theatrical program of 10+ different performing groups
- Coordinated university-wide advertisement resulting in thousands in attendance

### Full-Time Representative

*Church of Jesus Christ of Latter-day Saints  
Stockholm, Sweden, Aug 2016 - Feb 2018*

- Worked 12-hour days to meet specific goals and develop a strong work ethic
- Gained Swedish fluency
- Presented to large groups and individuals and taught positive behavior skills