Rebecca Bayer Jostes

4422 S. Liberty Street Apt. 8 New Orleans, LA 70115

Phone: 504-810-5577

Email: rebeccacbayer@gmail.com

Graduation: May 2011

Education

Louisiana State University Baton Rouge, LA

GPA 3.28 Minors: Sociology and Business Administration Bachelor of Arts, Mass Communication

Software Experience:

Professional: Meltwater, Critical Mention, Vocus, Raven Tools, Radian 6 Creative: Adobe InDesign, Adobe Photoshop, Edius; *Apple*: iMovie, iDVD; *Microsoft*: Word, PowerPoint, Excel; *Social Media*: Wordpress, Facebook, Myspace, Twitter, Pinterest, Flikr, Youtube.

Professional Work Experience

Social Media Intern, FSC Interactive

New Orleans, LA

February 2012- Present

Create and post daily content for 4 clients on Facebook, Twitter and Pinterest. Report monthly on the efforts of social media and web traffic for clients. Build local listings for clients to increase SEO rankings. Build out digital campaigns on multiple social platforms for major events including New Orleans Jazz and Heritage Festival, NOLA Navy Week, French Quarter Festival and Tennessee Williams Literary Festival.

Public Relations Intern, New Orleans Convention & Visitors Bureau

New Orleans, LA

Iune 2011- December 2011

Create media alerts for incoming conventions. Generate content for 2 components of bi-monthly publication *Tourism Matters*. Help produce itineraries for visiting journalists. Record stories assisted by CVB associates into monthly reports for the Board of Directors. Assist with "Be A Tourist" campaign. Initiate digital press kits for visiting journalists, saving the company over \$4,500 yearly in paper costs. Assist co-workers with individual duties. Monitor news sources for positive and negative media coverage about New Orleans and assist with crisis communication efforts.

Marketing Intern, Lee Michaels Fine Jewelry

Baton Rouge, LA

September 2010- June 2011

Generated and dispensed e-mail blasts to over 25,000 clients. Produced and implemented social media campaigns and promotions. Assisted Advertising Manager in the creation of print advertisements. Acquired proof of performance to file Cooperative advertising with 15 designer brands. Helped with the organization of special events and trunk shows. Created and distributed releases for special events.

Additional Internships: Keating Magee Integrated Marketing Firm, Camp Restore and WBRZ Channel 2

Campus Activities & Work Experience

Zeta Tau Alpha Fraternity, Chi Alpha Christian Ministry, Greek Board of Directors, Order of Omega, Rho Lambda, Tiger Athletic Foundation, Magnolia Plantation Reception and Banquet Hall