

CRYSTAL L. HOLLIBAUGH

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Objectives

I am in pursuit of employment opportunities in the Las Vegas area that will allow me to use the skills I have learned thus far in real world situations, leading to better understanding in my career field as well as personal growth.

Skills

- ♦ Public relations and marketing
- ♦ Content creation and management
- ♦ AP style writing
- ♦ Digital and social media marketing
- ♦ Social networking
- ♦ Microsoft Office and Adobe Suite programs
- ♦ Customer service
- ♦ Research
- ♦ Photo, video and copy editing
- ♦ Press releases, news and feature articles
- ♦ Publication planning (brochures and flyers)
- ♦ Event planning
- ♦ Transaction coordination

EXPERIENCE

- Berkshire Hathaway – Brown Blankfeld Group** Las Vegas, NV
Marketing Director August 2014 – Present
- ♦ Maintained strict contractual guidelines and deadlines to successfully aid in closing transactions smoothly and efficiently
 - ♦ Developed editorial calendars, special event flyers, brochures, property flyers and marketing/farming postcards
 - ♦ Composed marketing verbiage for properties and posted properties on several real estate marketing websites such as Point2NLS, Zillow, Homes and Land, and Realtor.com
 - ♦ Developed social media strategies and public relations action plans on team and individual agent levels
 - ♦ Managed team's WordPress website and social media accounts by researching and posting creative content and successful closings
 - ♦ Assisted agents with creating and managing their social media profiles
 - ♦ Developed and managed website and social media accounts for owners' radio show program
 - ♦ Created, produced, and distributed video, photo and print content for radio show program
 - ♦ Provided quality assurance during transactions
 - ♦ Scheduled critical client appointments
- Johnstown Magazine** Johnstown, PA
Contributor/Journalism Intern May 2013 – June 2014
- ♦ Brainstormed potential story ideas
 - ♦ Composed articles on prominent public figures after interviews
 - ♦ Edited magazine pages and supplements for AP style errors, grammatical errors, article length, etc.
 - ♦ Assisted in story fact-checking as well as magazine layout and design
 - ♦ Launched and managed the magazine's social media accounts by researching and posting content
- Randy's BiLo Foods** Windber, PA
Cashier/Customer Service Representative July 2008 – June 2014
- ♦ Provided customer service by answering inquiries and solving problems
 - ♦ Provided customer service by ringing and bagging items
 - ♦ Maintained better quality product selections by checking dates and organizing items
 - ♦ Handled various tender denominations, money orders, and lottery tickets