

CRYSTAL L. HOLLIBAUGH

8455 W. Sahara Ave. #146 Las Vegas, NV 89117 ♦ (814) 691-2984 ♦ crystalhollibaugh@gmail.com

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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 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
- ♦ Provided better quality products by checking dates and organizing items
- ♦ Handled cash, checks, credit/debit cards, welfare accounts, money orders, and lottery tickets