

Hallie C. Forster

hallieforster@gmail.com

(251) 232-9536

1223 Regal Ave.

Birmingham, AL 35213

SKILLS AND QUALITIES

Cooperates well with others in a group setting. Takes initiative in all aspects of life. Punctual person. Appreciates constructive criticism and advice from others. Proven leadership skills. Attentive in work and classroom settings. Pays close attention to detail. Independent and responsible person when given a task. Trustworthy and dependable. Willing to learn and seek advice. Extremely ambitious and motivated. Enjoys athletic and outdoor activities. Ethical and moral in all decisions. Exceptional communication skills. Charismatic and outgoing personality. Excellent customer service skills. Strong interest in advertising, marketing, and public relations.

EDUCATION

Graduated cum laude from The University of Alabama (May 2010) with a Bachelor of Arts in Communications (Advertising) and a Minor in Computer Science. GPA: 3.6

WORK EXPERIENCE

Marketing Intern, Flower Magazine February 2011-Present
Birmingham, AL

- Create marketing campaign targeting a younger audience
- Research prospective events that Flower could attend in the future
- Research, make lists, and contact hotels, garden clubs, and other groups to possibly distribute the magazine and/or subscription cards

Loan Processor, Wells Fargo Home Mortgage October 2010-December
2010
Birmingham, AL (Temporary Employee)

Marketing Representative, Festiva Resorts May 2009- August 2009
Charleston, South Carolina

- Face to face marketing for Festiva Resorts Church Street Inn
- Recruited potential time-share investors
- Off premises consultant in downtown Charleston

Outdoor Consultant, Alabama Outdoors Summer 2008
Tuscaloosa, Alabama

- Sales associate
- Answered telephones
- Aided customers in choosing quality outdoor equipment
- Assisted in everyday office activities

Sales Associate, Bradley Ladies Apparel, Summer 2007, Holiday breaks
Mobile, Alabama

- Seasonal sales associate

- Exhibited leadership and business management through money management and customer service
- Currently managing the Facebook page for the store. Updating it with photos of new arrivals and news of special events and sales

COLLEGIATE LEADERSHIP

Account Executive, The University of Alabama, Tuscaloosa, AL, Spring 2010
 Appointed to this position by faculty in the advertising department
 In charge of campaign for the Golden Nugget Casino, Las Vegas, Nevada
 Distribute tasks to members of my campaigns group
 Group selected by the company as the winner and will implement our ideas in the future.
 Dean's List, University of Alabama, Fall 2008, 2009, Spring 2007, 2008, 2009, 2010
 University of Alabama Alumni Association, The University of Alabama, Tuscaloosa, AL
 Illustrated cooperation skills by interacting with a small group
 Created a series of advertisements, including a video, direct mail piece, and e-mail
 Selected by the Association as the winner and our video was sent to post-graduates and upcoming graduates
 Chairman of Mobile, Alabama Sorority Recruits, Kappa Delta Sorority, Alabama Zeta Chapter, The University of Alabama, Tuscaloosa, AL, Summer 2009
 In charge of all potential Kappa Delta's coming through recruitment from the entire city of Mobile, Alabama
 Made official and final decisions on the girls that would become a part of the Zeta Chapter
 Presided over all active Kappa Delta's from Mobile, Alabama and assigned them duties during recruitment
 Assistant Rush Chairman, Kappa Delta Sorority, Alabama Zeta Chapter, The University of Alabama, Tuscaloosa, AL, Summer 2008
 Worked with sorority members planning for sorority recruitment
 Daily leadership and organization of recruitment activities
 Assisted with recruitment decorations

COLLEGIATE ACTIVITIES/HONORS

Kappa Delta Assistant Rush Chairman, Chairman of Mobile, Alabama Sorority Recruits, Kappa Delta Intramural Sports: Flag Football, Soccer, and Basketball, Member of the Christ Episcopal Church in Tuscaloosa, Recipient of "Checks for Outstanding Grades" in Kappa Delta Sorority, Golden Key International Honor Society.

COMPUTER SKILLS

Extensive experience with Microsoft Word, Excel, Power Point
 Windows Vista, 7
 Expert experience with Adobe Photoshop, In Design, Illustrator

VOLUNTEER LEADERSHIP

Girl Scouts of America, Kappa Delta Sorority
 Rise Center Volunteer
 Crossing Points Golf Tournament, Kappa Delta Sorority
 West Alabama Aids Outreach (Tuscaloosa, Alabama)
 Shamrock Run, Kappa Delta Sorority