



# ARIELLE SHEFFIELD

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## PROFILE

Young professional possessing strengths that include creating, collaborating, organizing, managing projects & events in a responsible manner.

## SKILLS

Microsoft Office, Advertising, Marketing, Social Media, Branding, Adobe Creative Suite, Photography, Communications

## AWARDS, HONORS, MEMBERSHIPS, CONFERENCES

- Manistee Community Kitchen Board: Marketing & Advertising MAY 2014 – JULY 2015
- Attended WIL (Women in Leadership) Conference in Spring Arbor, MI APRIL 2012
- Attended NRB (National Religious Broadcasters) Convention in Nashville, TN FEBRUARY 2012
- Attended the AWNY (Advertising Women in New York) Conference in NYC NOVEMBER 2011
- Public Relations client (Jackson Community Foundation) winner MAY 2010

## EDUCATION

*B.S ADVERTISING AND PUBLIC RELATIONS*      *Spring Arbor University*      *SPRING ARBOR, MI*      *MAY 2013*

## EXPERIENCE

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*SNYDER'S SHOES*      *JANUARY 2014 - PRESENT*  
*RETAIL ASSOCIATE*      *MANISTEE, MI*

- Customer service
- Shoe buy
- Window/Store display
- Inventory; order, organize, stock
- Website
- Instagram

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*WALGREEN'S*      *JUNE 2012 – JANUARY 2014*  
*BEAUTY ADVISOR*      *MANISTEE, MI*

- Customer service
- Assist in cosmetic questions
- Stock/inventory
- Promote Saturdate events

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*MANISTEE RECREATION ASSOCIATION*      *JANUARY 2014 – APRIL 2014*  
*ASSISTANT DIRECTOR*      *MANISTEE, MI*

- Customer service
- Assist Director
- Clean/Organize office
- Run errands
- Assist people to sign up for programs