

Elena Sotirin

Local: 7681 Riverview Dr.#201 Jenison, MI 49428
Home: P.O. Box 112 Chassell, MI 49916

Education

Grand Valley State University, Allendale MI
Bachelor of Science: Advertising and Public Relations
GPA 3.49 **Graduation:** April 26, 2008

Experience

Pearson Peacekeeping Centre, U.S. Institute of Peace, Washington, D.C.
Internship, July–Aug. 2007

- Developed a marketing strategy for INPROL initiative included in annual report (International Network to Promote the Rule of Law)

Fred Meijer Center for Writing and Michigan Authors, GVSU

Writing Consultant, 2006 - present

- Trained to assist with academic writing at any stage of the writing process
- Facilitate peer editing groups and one-on-one consultations

Public Relations Advisor

- Composed public relations campaign plan
- Developed problem based objectives with corresponding detailed tactics
- Coordinated implementation, promotion, and evaluation of special consulting event, October 2007

Einerlei, Chassell, MI

Sales Assistant, 2001 - 2006

- Store manager on Sundays, summers 2005, 2006
- Assisted with display design, customer service, and daily deposits

Activities

Grand Valley Advertising Club, American Advertising Federation

Communication Director, 2007 - present

- Managed identity campaign for Ad Club on campus (web site updates, bulletin board design, campus life night, student organization meetings)
- Worked with a team to plan and host a panel of advertising professionals event
- Entered into Student Addy Awards and volunteered at judging day, 2008
- Attended AAF Mosaic Career Fair, 2007, 2008

National Student Advertising Competition, AAF

Research Director, 2007 - present

- Coordinated research plan and directed 4 team members
- Conducted various forms of primary and secondary research with IRB approval

Computer Skills

Microsoft Word, Power Point, Database research, Simmons Choices 3
Adobe Photoshop, Freehand, Dreamweaver

Interests

Sketching, scrapbooking, art museums, traveling, and coffee

phone: 906.281.0419 email: sotirine@aol.com site: www2.gvsu.edu/~sotirine