

Laura C. Nelson

1803 S. 10th Street, Apt. B.
Laramie, WY 82070
Phone: (308) 235-8420
Email: lnelson17@uwyo.edu

OBJECTIVE

To utilize my experience in the agriculture industry, communication skills and event coordination and management knowledge to make a positive contribution to a fast-paced, team-oriented agriculture marketing and public relations team.

EDUCATION

2007-2009 University of Wyoming; dual major in agriculture communications and public relations.
2005-2007 Laramie County Community College; graduated with honors, associates degree in mass media.

EMPLOYMENT

Certified Angus Beef LLC

Summer '08-present

Event planning/management:

- ◆ Worked with Norfolk Tides baseball staff to organize company participation in three "CAB® Night at the Tides" promotional events to showcase the brand in target market,
- ◆ Coordinated efforts between corporate partners, sponsors and company staff to orchestrate sampling events, games and other promotional efforts at "CAB® Night at the Tides,"
- ◆ Assisted team to prepare Annual Convention handbook, signage and awards ceremony script.

Writing/public relations:

- ◆ Wrote various new releases, fact sheets and web updates to disseminate information about company,
- ◆ Worked with target market media to assist in setting up and executing media coverage and appearances,
- ◆ Evaluated and reported on progress of existing retail promotions and partnerships,
- ◆ Highlighted accomplishments of marketing and retail divisions in company's annual Brand Update.

Wyoming Travel and Tourism

Summer '07

Writing:

- ◆ Wrote and edited an instruction guide for the Wyoming Community Tourism Development Program. The workbook outlined the process of developing tourism in a rural community to boost the economy.

Research:

- ◆ Extensively researched the topic of tourism development,
- ◆ Developed marketing plans and assessment processes.

Wingspan student newspaper, Laramie County Community College

2006-2007

Supervising editorial staff:

- ◆ Oversaw production of student newspaper, made story assignments and copy edited stories,
- ◆ Rated staff members' performances for grading purposes.

News writing:

- ◆ Covered campus events, campus board of trustee meetings, wrote a monthly commentary and wrote general feature, sports and news stories.

Wyoming Department of Agriculture

Summer '06

Publications:

- ◆ Edited, desktop published, contributed to and distributed the department's weekly newsletter,
- ◆ Designed brochures, flyers and event invitations,
- ◆ Wrote, edited and desktop published Wyoming Ag in the Classroom publications.

Event management:

- ◆ Assisted in organizing Wyoming State Fair's "Living Legacy" program by working with project donors and contributors, maintained RSVPs, donor accommodations and organized a recognition ceremony.

LEADERSHIP POSITIONS

University of Wyoming Sigma Alpha Professional Aq Sorority public relations chair 2008

Planned and organized chapter public relations campaign; publicized chapter events via news releases, developed, designed and maintained chapter Web site.

National Cattlemen's Beef Association Cattle Industry Convention Student Worker 2008

Assisted NCBA staff in setting up convention, working on the Trade Show floor, managing event schedules and meeting the needs of convention attendees.

Laramie County Community College Orientation Leader 2006-07

Worked with student admissions/recruitment to develop orientation program; led students in orientation/registration, led campus tours and worked to ensure students were comfortable.

Wyoming State FFA Reporter 2005-06

Conducted state business, corresponded with state media and led student membership.

National Beef Ambassador/Wyoming Beef Ambassador 2004-05

Served as a youth representative for America's beef industry, traveling to promote the beef industry, meeting with industry leaders and developing beef education tools and workshops.

REFERENCES

Sarah Morehouse
CAB® Brand Initiatives
206 Riffel Road
Wooster, Ohio 44691
330/345-2333 ext. 257

Carol Abrahamzon
National Beef Ambassador Program
17374 Freeburg Ridge Rd
Caledonia, MN 55921
507/724-3905

Claude Brock
NAILE Media Room
3809 Bigelow Drive
Louisville, KY 40299
502/499-0574