



CHEYENNE BAKER

CONNECT

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CHEYENNE BAKER

EDUCATION

BACHELORS OF ART

MAJOR: COMMUNICATION STUDIES

COE COLLEGE | MAY 6, 2018

CEDAR RAPIDS, IA

PERSONAL STATEMENT

Having funded my own college education through working multiple jobs and scholarships, I am well acquainted with grit. Beyond what my years would suggest, I have a wealth of experience in public relations, strong written and verbal communications skills, and experience in social media account management. I am seeking employment in the public relations, marketing or journalism field. Attention to detail, efficiency and mutually beneficial outcomes are my passion.

EXPERIENCE

MARKETING INTERN & EPIC CORPORATE CHALLENGE COORDINATOR

IOWA WOMEN LEAD CHANGE (IWLC) | OCT 2017 - APR 2018

- Completed five monthly newsletters to 7,000+ subscribers via MailChimp
- Maintained organization website using Concrete5 CMS
- Increased overall social media engagement on Facebook, Twitter, Instagram
- Facilitated best-practice conversations between 69 member companies of EPIC

MARKETING COMMUNICATIONS SUMMER INTERN

UNITYPOINT HEALTH-ST. LUKE'S HOSPITAL | MAY - AUGUST 2017

- Edited "2017 Provider Directory" for Cedar Rapids and Eastern Iowa affiliates using Adobe Photoshop and Illustrator
- Wrote three positive patient experience stories, published on website and social media
- Developed 20-week social media plan for new affiliate hospital
- Transitioned new affiliate service to UnityPoint Health brand compliant standards
- Wrote five stories for internal St. Luke's weekly newsletter, "Live Well"

VICE PRESIDENT OF CAMPUS RELATIONS

ALPHA GAMMA DELTA, PI CHAPTER |
SPRING 2017 - SPRING 2018

- Increased Instagram followers 2785%
- Increased Facebook page likes 537%
- Reported chapter involvement to International Headquarters
- Led four monthly campaigns to increase brand awareness

ASSISTANT TO THE SECRETARY OF THE COLLEGE

COE COLLEGE | AUG 2016 - APRIL 2018

- Editor of "Today@Coe," a daily all-campus email of events and announcements, nearly 400 total editions
- Posted College Master Calendar events to more than 5 public calendars
- Wrote four press releases that were publicized in local news media