

CHLOE BATES

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EDUCATION

- University of Maryland, College Park** May 2020
- Double Major in Communication (Public Relations) and Spanish B.A. / GPA 3.8
 - Completed intensive Spanish language immersion semester in Sevilla, Spain in Spring 2019
 - Dean's List (all semesters), Presidential Merit Scholarship, Design Cultures and Creativity Honors College (DCC), DCC Distinguished Alumni Instructor, Primannum Honor Society, RedBlack Consulting, PRSSA, Sigma Delta Pi

EXPERIENCE

- Credentials & Project Manager, Maryland 5 Star** July. 2022 – present
- Develop, execute accreditation strategy for 2,000+ sponsors, vendors, stakeholders *Baltimore, MD*
 - Recruit, lead 4-person team during event; design credentials and database organization
 - Assist with sponsor fulfillment and implementation
- Riding Marketing Coordinator, Oldfields School** Jan. 2022 – Aug. 2023
- Managed social media; created/archived content; redesigned website *Baltimore, MD*
 - Collaborated with Marketing team to develop admissions/marketing materials
 - Served on DEIJB committee, mentored riders of color, advocated for inclusion/equity within program
- Designer, Strides for Equality Equestrians** Jan. 2021 – May 2022
- Redesigned website, branding; increased website traffic by 100% *Remote*
 - Designed marketing materials, merchandise; supported program outreach; contributed to social media, blog
 - Produced 30-second video ad for international competition, generated 1,500+ website hits
- Department of State Intern, USA Study Abroad** Aug. 2019 – May 2020
- Supported crisis response to covid: tracked university responses/media coverage *Remote*
 - Analyzed impact on higher education, tracked policy statements, drafted weekly press report for USA Study Abroad Branch and ECA COVID-19 Taskforce
 - Designed maps, one-pagers, social media graphics on study abroad
- Social Media Intern, 14 West** June 2019 – Aug. 2019
- Drafted blog posts, social media content; proofread copy *Baltimore, MD*
 - Photographed events and offices/employees; sourced stock imagery; organized digital assets
 - Coordinated social media presence for 30+ companies; researched, strategized, implemented new strategies
- Digital Media Intern, Baltimore Water Taxi** May 2018 – Aug. 2018
- Redesigned signage for 13 landings; drafted press releases and media alerts *Baltimore, MD*
 - Designed materials for EDDM campaigns, digital ads, social media, ambassador program, events

Additional Experience: *social media, graphic design, marketing, communication*

Adele H. Stamp Student Union (2019), The Bonner Properties (2019), Cross Street Partners (2018), Design Cultures and Creativity Honors College (2016-18), The Maryland Zoo (2017), Friends of the Canton Library (2017)

SKILLS

- **Software:** Adobe Creative Suite, Microsoft Office, Google Suite, Squarespace, Wordpress, Mailchimp, Canva
- **Creative:** graphic/web design, SEO, photography, video filming/editing, motion graphics, social media, copywriting, HTML/CSS
- **Professional:** Spanish (proficient), written and verbal communication, public speaking, organization, event planning, fundraising, time management, attention to detail

AWARDS

- Benjamin A. Gilman International Scholarship Dec. 2018
- Benjamin A. Gilman Regional Careers Summit May 2019
- American Advertising Federation Scholarship Feb. 2018