



MEREDITH RICHTER

CONTACT

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EDUCATION

Auburn University
2012-2016

BA Public Relations
Minor: German

PROFICIENCIES

Writing

Customer Relations

Brand Development

Social Media Marketing

Strategic Planning

Project Management

Adobe Creative Cloud

HTML / Site mapping

AP Style

EXPERIENCE

Cram Crew - Houston, TX

Brand Development Team Lead (September - Present 2016)

Brand Manager: Designed visual/textual forms of communication for company use. Managed Cram Crew's digital presence through its website and social media. **Community/Client Manager:** Created and maintained relationships with clients, contacts, and vendors. **Project Manager:** Initiated, planned, and executed all marketing and branding campaigns and company events. Collaborated with departments on project-based needs.

ivivva (a lululemon company) - Houston, TX

Key Leader (June - October 2016)

Manager of ivivva community and outreach including the creation and implementation of weekly/seasonal events in and out of the store. Helped train and develop a team of Educators that deliver effective guest experience. Oversaw day to day duties of store management and operations.

Mostly Chocolate and Catering - Houston, TX

PR & Social Media Intern (June - September 2016)

Helped establish the company's brand identity and created its awareness through social platforms. Created a PR strategy for the company to increase revenue and gain clients. Implemented social media campaigns and other promotions. Established business connections with the local community.

Opelika Main Street. - Auburn, AL

Public Relations Intern (January - May 2016)

Planned, designed, promoted and worked at all Main Street events. Designed newsletters, social media posts, fliers, posters, news releases and other promotional items. Generated awareness of events through integrating social media publicity.

Unified Resources Inc. - Houston, TX

Summer Public Relations Intern (May - August 2015)

Planned and developed the company's corporate Facebook and LinkedIn sites. Assisted in the site mapping, preparation, and launch of a content-heavy website. Created a WordPress website for a client.

Everybody's Music Management - London, England

Summer Intern (May - July 2014)

Assisted in the to day-to-day management of the bands Mumford and Sons and Wolfgang. Tasks include assisting with band press kits, organizing band tour details, managing band merchandise, and working concert events.