

WENDY RENAE BECKER

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423.366.0851

PROFILE: A highly motivated, organized and innovative individual with experience in the areas of brand development, corporate communications and marketing opportunity recognition. Energetic professional with the ability to work with a team or individually.

EDUCATION:

2009-2010

King College, Bristol, TN

- Master of Business Administration (MBA); June 2010
- Cumulative GPA: 3.95
- International Business Practicum- Program in Paris, France, Salzburg, Austria, and Munich, Germany

2005-2009

Virginia Polytechnic Institute and State University (Virginia Tech), Blacksburg, VA

- B.S., Marketing Management and B.S., Management, concentrated in Human Resources; May 2009
- In major GPAs: HR: 3.32 MKG: 3.37 Cumulative GPA: 3.26 Dean's List: Spring 2009, Fall 2008, Spring 2007

ACHIEVEMENTS:

- **Created strategic communication and marketing plans for King Pharmaceuticals.** Successfully developed and implemented communication and marketing strategies for various corporate programs targeting internal audiences.
- **Developed a branding strategy for Eastman Chemical Company's Shared Service Department.** Worked with key leaders in order to develop, execute, and evaluate a positive brand.

PROFESSIONAL WORK EXPERIENCE:

Spring 2010

King Pharmaceuticals, Inc., Bristol, TN

Employee Communications & Marketing Graduate Intern

- Developed communication strategies for various corporate communications programs targeting internal audiences
- Created marketing campaigns to promote employee services and company-wide initiatives

2009- 2010

Highlands Physicians, Inc. (HPI), Kingsport, TN

Marketing Graduate Intern

- Developed professional marketing and communication pieces explaining complex healthcare programs and services
- Involved in the organization and execution of 2009 Electronic Medical Record (EMR) Summit

2008-2009

Crocs

Campus Representative

- Conducted campus research and delivered results through monthly reports and meetings
- Actively participated in creation and execution of marketing plans; and distributed promotions to the VT community

Summer 2008

Eastman Chemical Company, Kingsport, TN

Human Resource & Marketing Intern

- Performed extensive market research; developed a strategic plan to build brand and actively implemented the plan
- Reviewed internal processes and recommended improvements for the HR Shared Service department

2007- 2008

College Sports Television (CSTV), a division of CBS

Campus Representative

- Collaborated with fellow Campus Reps to form strategic marketing plans for CSTV, CBS and their advertisers
- Promoted CSTV through distribution of products, promotional materials, and online social networking

Summer 2007

The Country Club of Bristol, Bristol, TN

Marketing & Special Events Intern

- Aided Marketing Director in creation of marketing materials to be distributed to current and prospective members
- Assisted in organization, logistics and planning of events along side Special Events Coordinator

ACTIVITIES:

2009- Present

King College

- Believe in Bristol Main Street Program- Project team leader "Economic Development Project", College Advisory Board

2005-2009

Virginia Tech

- Virginia Tech Marketing Club, Virginia Tech Management Society
- Pamplin Student Leadership Conference
- Kappa Delta Sorority- Standards of Greek Excellence Committee, Sister Interrelations Appointed Officer, Girl Scout Chair