

Veronica Harvey

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EXPERIENCE

Administrative Assistant

Utah Independent Business Coalition

Salt Lake City, UT

Sept 2022 - Present

- Ensuring cohesive internal communication between board members and committees through multiple channels
- Composing all media communications including email broadcasts, social media posts, blog posts, and press releases
- Providing administrative support and account management through scheduling, meeting coordination, and data organization

Project Manager

The School of Dance

Salt Lake City, UT

Jan - Dec 2022

- Managing projects and timelines for product launch of dance studio curriculum guides
- Led coordination meetings, delegated tasks, and ensured commitments were met
- Produced creative deliverables like graphics and copy under quick deadlines

Social Media Manager

LoveBrittney Photography

Cedar Hills, UT

Jan 2021 - Present

- Managing two Instagram accounts by following industry trends, tracking analytics, measuring results, and proposing changes
- Creating and publishing seven weekly video posts with consistent brand voice and messaging that boosts account visibility
- Increasing client bookings from Instagram by building follower bases and increasing frequency of calls to action

Social Media Manager & Events Assistant

Havenlight Publishing

American Fork, UT

May 2018 - Sep 2019

- Created content for six social media accounts across 3 platforms and managed their posting schedules for 365 days per year
- Developed strategies to increase user-generated content; managed the firm's highest-selling artist during Christmas sales of 2018

Workshop Leader and Marketing Director

Brigham Young University Academic Success Center

Provo, UT

Sep 2017 - June 2018

- Lead daily workshops and 1-on-1 sessions to strengthen student life skills such as stress management, test prep, & study skills
- Built a social media presence and marketing campaigns from the ground up across Instagram, Facebook, and blog posts to expand campus awareness of ASC resources; grew the number of student mentoring sessions booked by 50%

VOLUNTEER EXPERIENCE

Utah League of Women Voters

Grant Writer

Salt Lake City, UT

Sep - Dec 2019

- Led a team of three to prepare a full case statement for ULWV's Vote18 Program through extensive research, writing, and editing

EDUCATION

Brigham Young University – School of Fine Arts and Communications

Bachelor of Arts, Dance

Provo, UT

Apr 2020

- GPA 3.9 graduated Cum Laude; recipient of the BYU Dance Student Award for Outstanding Initiative Winter 2020

Brigham Young University – Marriott School of Business

Minor, Nonprofit Management

Provo, UT

Apr 2020

- GPA 4.0

SKILLS & INTERESTS

- Social media manager and content creator for Instagram, Facebook, Pinterest, Youtube, and Blogger
- Confident working remotely and multitasking with attention to detail
- Capable in Microsoft Office, Google Suite, Photoshop, Davinci Resolve, and Adobe Premier
- Professional Dancer; former member of Grupo E21 in Valencia Spain, and featured work in the Utah Dance Film Festival of 2022