

MANDY McWHERTER

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SKILLS

Public Speaking & Presenting	Leadership
Project Management	SalesForce.com
Event Management	Copy Writing
Negotiation	Constant Contact
Website Administration	Social Media

EDUCATION

Drake University College of Business

Expected Graduation: MAY 2016

Masters of Business Administration – Executive Development

Honors: 1969 Chapter MBA Scholar April 2014 & Principal Financial Group Graduate Programs Scholarship Award April 2015

Relevant coursework:

Data Analysis for Operations
Project Management
Evaluating Organizational Performance
Creating Customer Value
Communication and Leadership Essentials
Leadership & Human Capital Development

Iowa State University GRADUATED FALL 2011

Bachelor of Science – Business Management Major & Events Management Minor

Event Management Club – Founder & President
Phi Beta Chi Lutheran Sorority

PROFESSIONAL ORGANIZATIONS

Young Professionals Connection of Des Moines

MEMBER 2012 – PRESENT

Community Relations Chair 2016

Oversee Business Relations, Student Relations, & Impact
Downtown Coordinator
Current Projects: coordinating YPC responsive website redesign

Professional Development Committee Chair 2015

Refresh Your LinkedIn
Everybody Sells: A Sales Strategies Workshop
Resume Review and Mock Interview Workshop
5th Anniversary of Mentors and Mulligans Golf Outing
Breakfast Roundtables with HR Professionals from SHRM

Professional Development Committee Co-Chair 2014

Professional Development Committee Member of the Year 2013

PROFESSIONAL EXPERIENCE

Conference Event Management

JANUARY 2014 - PRESENT

Marketing Coordinator

Communicate company value proposition to financial and insurance industry clients and prospects through direct mail and email marketing campaigns, and write content for social media accounts, press releases, blog, and newsletter. Draft sales proposals and build client registration websites.

- Develop a plan and research products to convert the company sales system over to Salesforce (CRM) from excel and paper files, configure data for upload, train on the system, and build custom reports
- Present and create plan for analyzing and improving client relationships
- Research and develop a new gamification product and write a marketing plan for how to test and launch with clients
- Coordinate an effort to standardize branding for the company and oversee design of collateral
- Write marketing plan and annual communications timeline

Prairie Meadows

JULY 2012 – DECEMBER 2013

Marketing and Promotions Coordinator

Proposed, developed and hosted promotions for players to increase coin-in and customer loyalty that included email campaigns, giveaways, game shows and tournaments. Updated and edited web content via WordPress, managed social media communities through writing, editing, posting and responding. Planned and managed promotions budget, from individual projects to yearly budget. Wrote copy and planned advertising strategies. Monitored market trends and built strategies to strengthen brand.

- Proposed and created a new tiered giveaway program structured to increase coin-in
- Wrote a comprehensive marketing manual for reference by the marketing department

Main Street Cultural District

OCTOBER 2011 – JULY 2012

Events Coordinator

Executed annual events including art and cultural events, 4th of July Parade and Festival, a weekly farmers' market and numerous exposure events for investor businesses. Strategized, planned and created content to launch new website. Continuously wrote copy for website, monthly newsletter and social media accounts.

Developed several new programs:

- Inaugural Oktoberfest fundraiser
- Ames Main Street Farmers' Market cooking demonstrations

VOLUNTEER EXPERIENCE

Life Serve – Bi-monthly Blood Donor, 3 Gallon Milestone

2016 Political Campaign – Bi-weekly canvasser

Big Brothers, Big Sisters

Mentor: JANUARY 2013 – MARCH 2014

YP Advisory Board Member: MAY 2015 - PRESENT