

MANDY McWHERTER

173 52nd Street
West Des Moines, IA 50265
515.971.6155
mandyjmc@gmail.com

SKILLS

Public Speaking & Presenting	Leadership
Project & Event Management	Copy Writing
Public Relations	Constant Contact & MailChimp
Negotiation	Social Media Admin
Website Admin	

EDUCATION

Drake University College of Business
GRADUATED MAY 2016

Masters of Business Administration – Executive Development

Honors:

1969 Chapter MBA Scholar - April 2014

Principal Financial Group Graduate Programs Scholarship Award - April 2015

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

New Leaders Council of Des Moines

JAN 2016 – PRESENT

Chapter Director 2017/2018

Leadership Institute Fellow 2016

Girl Scouts of Greater Iowa

SEP 2017 – PRESENT

Member

Outreach Volunteer - Hoover High School Robotics Club

Young Professionals Connection of Des Moines

MEMBER 2012 – PRESENT

Community Relations Chair 2016

Professional Development Committee Chair 2015

Professional Development Committee Co-Chair 2014

Professional Development Committee Member of the Year 2013

PROFESSIONAL EXPERIENCE

Technology Association of Iowa

DES MOINES, IOWA

APRIL 2016 – PRESENT

Manager of Value Communications

Manage all public relations efforts, advertising, marketing plan, social media, website, digital marketing, google analytics, build relationships with regional partners and promote TAI events

Current Projects:

- Manage and launch Iowan Project website and talent recruitment activities including Denver and Chicago event
- Manage, launch and promote Technically Iowa Podcast
- Rebrand and manage launch for new TAI brand
- Marketing and promotion for inaugural Iowa Technology Summit resulting in ticket sales 40% over goal
- Design and manage Iowa recruitment booth experience for 2017 Grace Hopper Celebration resulting in 75 warm leads
- Wrote winning nomination for the Greater Des Moines Partnership's Celebrate Business Inclusion Award
- Successfully pitched Des Moines as host site for TECNA 2018 Summer Conference

Conference Event Management

WEST DES MOINES, IOWA

JAN 2014 – APRIL 2016

Marketing Coordinator

Communicated company value proposition to clients and prospects through direct mail and email marketing campaigns, and wrote content for social media accounts, press releases, blog, and newsletter. Drafted sales proposals and built client registration websites in RegOnline.

- Developed a plan and researched products to convert the company sales system over to Salesforce (CRM), configured data for upload, trained on the system, and built reports
- Coordinated an effort to standardize branding for the company and oversaw design of collateral
- Wrote marketing plan and annual communications timeline

Prairie Meadows

ALTOONA, IOWA

JULY 2012 – DEC 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.

VOLUNTEER EXPERIENCE

Life Serve Blood Center – Bi-monthly Blood Donor, 4 Gallon Milestone

2016 Political Campaign – Canvasser, 80 total hours