

# Kristen Grelle

## Marketing • Public Relations

2817 Clearmeadow Drive  
Mesquite, TX 75181  
kristengrelle@gmail.com  
214.616.1389

## Education

**Texas A&M University** | College Station

*College of Liberal Arts*

B.S. in Communications | Minor in Business

## Work Experience

**The Marketing Arm** | Dallas, TX

08/09 - 12/09 | *USMP Intern – 7-Eleven Slurpee Account*

Executed the remaining stages of the three-month Summer of Slurpee promotion by overseeing the activities of eighty brand ambassadors and six field marketing managers in six cities around the country. Throughout the course of the project, the duties of both the Account Coordination and Account Executive were passed onto me. These tasks included scheduling venues and orchestrating staff for Slurpee events, managing timesheets, approving program expenses, and processing remaining invoices. Responsibilities also included reviewing the accounting of the one million dollar program, answering questions from the client, the staff, and vendors as they arose, and helping to prepare post-promotion information for the final presentation to the client. Once the program was completed, I helped to brainstorm, research, and prepare campaigns for other clients including several Frito-Lay brands, Monster.com, and Hotels.com. These promotions incorporated a variety of innovative customer interactions utilizing field ambassadors, sampling, custom experiential areas, and social media tie-ins.

**George Bush Presidential Library and Museum** | College Station, TX

05/07 - 05/09 | *Museum Intern*

As intern to the curator of the museum, my basic responsibilities included assisting with the research, design, and implementation of updates to the remodel of the permanent museum, four main exhibits, and ten focus issue exhibits. Other duties included answering questions from donors, researchers, and the general public, as well as cataloging thousands of artifacts and inputting them into the National Archives' computer database. I also aided in training approximately fifteen volunteers and incoming staff members on this process and helped with the handling and storage of these high-value and general artifacts.

**The Greenbranch Wedding and Event Facility** | College Station, TX

03/08 - 05/09 | *Event Manager*

As a managing staff member, responsibilities included coordinating and overseeing special events, supervising the facilities when the owner was away, and marketing the site to potential clients.

**Alarm Capital Alliance** | Philadelphia, PA

05/06 - 08/06 | *Due Diligence Assistant*

This position required traveling with sales team managers around the state to review and process various company records for the final stages of transaction.

## Computer Skills

Mac and PC operating systems

Familiar with Adobe Creative Suite 3, 4

Proficient in Microsoft Office

Experienced with social media outlets such as Facebook and Twitter

## Language

American Sign Language

Spanish

I am  
young  
ambitious  
passionate  
creative  
and confident.