

BETHANY PATTERSON

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Skills/Capabilities/Expertise

- Extensive experience with Microsoft Office suite, Facebook, Instagram
- Proficiency in Mailchimp, Canva, Wix, Hootsuite, Loomly
- Basic knowledge of Adobe Photoshop
- Certification from Pulse in Customer Success Management

Education

University of Alabama, Tuscaloosa, AL

Master of Science in Marketing, May 2021

Bachelor of Science in Commerce and Business Administration, May 2021

GPA: 4.0

Marketing, Intro to Digital/Social Media, Business Communications, Advanced Marketing Analysis, Consumer Behavior, Intro to Advertising, Customer Success Management, Software Applications, Sport Marketing

Internship Experience

University of Alabama Baptist Campus Ministries, Tuscaloosa, AL

May 2020 – August 2020

Marketing and Outreach Intern

- Managed Instagram and Facebook accounts, including designing graphics, writing copy, and scheduling an average of 3-5 posts in Hootsuite weekly; increased following base by 12.5% on a 7-year-old Instagram account
- Designed and scheduled an email campaign in Mailchimp for over 2,000 recipients with an average open rate of 60%
- Managed website, including updating information, formatting content to be uniform, and editing and uploading blogs
- Contacted incoming freshmen and transfers, connected new students with involved upperclassmen, and worked with staff to plan and adjust events to engage new students while adhering to COVID-19 policies

North American Mission Board, Phoenix, AZ

June 2019 – July 2019

GenSend Team Member

- Conducted market research to aid in church relocation decision, including interviewing local citizens, mapping the community, and spending time in popular “third spaces”
- Collaborated with a 6-person group to write a prospectus of Downtown Phoenix for church planters and presented findings to church planters, NAMB executives, and other community members
- Planned and organized a community movie night in partnership with the City of Phoenix and Phoenix Center for the Arts

Leadership Experience

University of Alabama Million Dollar Band, Tuscaloosa, AL

April 2019 – Present

Drum Major

- Act as a liaison between band staff and 400 band members
- Establish objectives and action items with the leadership team for the year
- Conduct the band at rehearsals, pep rallies, and in stadium on gamedays

University of Alabama Baptist Campus Ministries, Tuscaloosa, AL

January 2018 – April 2020

Leadership Team

- Acted as an administrative leader for a small group to plan a service project and communicate weekly announcements
- Constructed and displayed informational slides in ProPresenter for student body at weekly worship gathering
- Organized, set up, and cleaned up Wednesday Lunch ministry for an average of 100 students weekly
- Collected cash, processed card payments through Square, and recorded total finances weekly

Honors

- Presidential Scholarship
- Million Dollar Band Scholarship
- President's List (6 semester)
- 'Highest Scholastic Average: Marketing' Award