

LAYNE MURROW

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EDUCATION:

UNIVERSITY OF CALIFORNIA, BERKELEY

Berkeley, CA

- B.A. Media Studies, May 2014
- Relevant coursework: Marketing, Business Administration, Business of Entertainment, Introduction to Media

RICHMOND AMERICAN UNIVERSITY

Rome, Italy

- Courses in Marketing, Italian, History and Photography of the Media

[01/13-05/13]

WORK EXPERIENCE:

GRACE CULTURE MARKETING (RED BULL)

Los Angeles, CA

Intern

[06/13-08/13; 07/12-08/12]

- Scanned social media websites for mentions of clients and affiliated projects and products- organized findings into quarterly reports
- Assembled and delivered 500 promotional items for events such as- BET Awards and Comic Con

CALIFORNIA ALUMNI ASSOCIATION- UC BERKELEY

Berkeley, CA

Event Assistant

[08/12-12/12]

- Managed events from set up to take down
- Put together promotional items and performed secretarial work including answering phones and performing front desk duties

"FAMILY TOOLS"- DISNEY ABC TELEVISION GROUP

Los Angeles, CA

Pre-Production Intern

[07/12-08/12]

- Worked closely with the Art Department; made reference boards and assisted with set design- selected wall paper for living room set
- Assisted production assistants in daily tasks including running scripts, directing calls, and making copies

CAL ATHLETICS- UC BERKELEY

Berkeley, CA

Marketing Intern

[09/11-05/12]

- Designed and created promotional posters and flyers for events and organized distribution
- Facilitated marketing for athletic events/teams including Football, Basketball, Volleyball and Baseball
- Office tasks included: creating spreadsheets, cold-calling alumni, collecting/inputting data, and online research

EXTRACURRICULAR ACTIVITIES:

CHI OMEGA, MU CHAPTER: UC BERKELEY

Berkeley, CA

Risk Management Chair

[08/13-12/13]

- Responsible for reviewing and teaching emergency procedures to members of the chapter
- Conducted workshops for the purpose of educating members on safety principles

BERKELEY PROJECT, UC BERKELEY

Berkeley, CA

Volunteer

[08/12-12/12]

- Created a team of 20 people to volunteer with the Berkeley Project organization, which cleans up Berkeley and Oakland areas
- Activities included: weeding, painting, working at a food bank and delivering food to shelters

SKILLS & INTERESTS:

- Task oriented, deadline driven, advanced skills in MS-Office applications (Word, Excel, PowerPoint), Mac literate
- Excellent communication and organizational skills, quick learner, speaks moderate Spanish, Italian
- Member of Chi Omega, solving puzzles, and playing intramural sports