**Savannah D. Gray**

3000 Sage Road Apt 1357 **|** Houston, TX 77056

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**EDUCATION\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Louisiana State University, Baton Rouge, Louisiana** *Aug. 2010 – May 2014*

Bachelor of Art in Mass Communication (Business Administration Minor)

Honors: Magna Cum Laude, 3.86 GPA

**WORK EXPERIENCE\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Valassis, Houston, Texas** *Sept. 2014 – Present*

***Client Program Coordinator***

* Collects, validates, refines, and interprets Client Marketing Solutions requirements for entry into appropriate internal systems/ forms and communicates the information to internal/ external stakeholders
* Translates Client’s needs and directs internal cross-functional departments on Client program expectations
* Investigates and resolves issues for job-related tasks, and owns the escalation of issues as appropriate until resolved
* Responsible to close program internally by providing final assigned execution details
* Compiles and maintains client-specific reports

**Besh Restaurant Group, New Orleans, Louisiana** *May 2013 – Sept. 2014*

***Lead Content Creator* |*Marketing Assistant* |*Social Media Manager***

* Created content to be used across all Besh Restaurant Group and John Besh Foundation Facebook pages, which reach over 75,000 Facebook users
* Responsible for management of BRG social media presence including Instagram, Facebook, Twitter, Google+ and Hootsuite
* Created Google+ pages for all BRG restaurants, which reached over 400,000 Google+ members
* Assisted in planning Chef Besh’s book tour by analyzing data to determine best locations for tour dates and organizing itineraries
* Instructed John Besh Foundation scholarship recipients in social media, brand awareness and media training
* Managed content creation for www.chefjohnbesh.com and transitioned the site to a new platform
* Developed and curated content for printed materials for Besh Box Company, which had over 2,000 subscribers

**Retina Associates, New Orleans, Louisiana** *June 2014 – Sept. 2014*

***Marketing Assistant* |*Office Staff*** *May 2013 – Aug. 2013*

* Helped rebrand the company’s image by creating a new logo, establishing social media accounts and implementing the new look throughout the company’s building and office materials
* Worked with people/ patients in a diverse & dynamic work environment

**PEMBA Lighting & Automation, New Orleans, Louisiana** *May 2012 – Aug. 2012*

***Public Relations Assistant***

* Authored press releases to communicate PEMBA’S specific competency in Automation to the New Orleans Market
* Developed a methodology for inventory analysis and organization

**ACTIVITIES & HONORS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* **Leadership Roles:** Delta Gamma Vice President Panhellenic, LSU Ambassador, Executive Staff Member for Society of Professional Journalists, LSU Student Accountability Board, Delta Gamma Director of e-Communications
* **Scholarships:** LSU Tiger Athletic Foundation Scholarship & LSU Byron St. Dizier Memorial Scholarship
* **Honor Societies:** Kappa Tau Alpha Mass Communication Honor Society, Rho Lambda & Phi Eta Sigma

**PROFICIENCIES\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* Microsoft Office Suite, Apple Products, Adobe Premiere, Adobe Photoshop, Adobe InDesign, social media management