

Michaela Dotsch

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SKILLS

- Project management and logistics, creating and maintaining administrative systems
- Adobe Creative Suite: InDesign, Illustrator, Photoshop
- Graphic design and non-code web building
- Microsoft Office Suite: Word, Excel, PowerPoint
- Writing and editing business-style letters, press releases, and organizational media
- Design/layout for email marketing
- Experience in hospitality and event management
- Payroll and accounts payable
- Additional systems experience: Wordpress, Mailchimp, Wix, Google Suite

EDUCATION

Bachelor of Arts in Public Relations, Minors in Religion and Outdoor Recreation

Lee University – Cleveland, TN, May 2012

- Summa Cum Laude, GPA 3.93
- Recipient of Honors Scholarship, and Dean's List for six semesters

WORK EXPERIENCE

Owner/Artisan | Buckaroo Wood + Leather, August 2016 – Present

At Buckaroo, I handcraft products from wood and leather, most commonly hand-bound journals, leather accessories and decorative accents for corporate and individual buyers. In addition to a regular product line, I also create custom pieces by request, including small furniture. Being a one-person operation, I do every part of the business: marketing, making, customer service, logistics, accounting, etc.

Administrative Assistant (full-time, seasonal) | Camp in the Community, May – September 2018

At Camp in the Community I was responsible for the administration of camper registration for 1,100 campers, the input of data and creation of reports. Other responsibilities included employee payroll, accounts payable, and administrative support of staff members and leadership, graphic and web design.

Senior Marketing Coordinator | The Evangelical Alliance Mission, February 2014 – July 2016

In this multi-faceted role, I worked heavily in project management, graphic design, writing and proofing, and administrative systems creation. Additionally, I was responsible for special projects such as the building and management of the missionary/staff online store, print design for the On-Boarding training manual, the collection of projects from missionaries for the annual Wish List Gift Catalog, and the creation of materials and website for a TEAM hospital. Other tasks included management of subscription lists in information systems, check requests, assisting with social media, and coordination of mailings with print vendors, creation and vendor coordination for branded merchandise.

Office Assistant/Media Specialist | Camp Wesley Woods 2013

- *As Office assistant* – Responsibilities included preparation and execution of camper check-in and checkout, compilation of camper health information, and administration of parent-camper email system. Other responsibilities; creation/dissemination/collection/reporting of camper's evaluations of Camp Wesley Woods, administrative work, and customer service by phone and in-person, and print design.
- *As Media Specialist* – Responsibilities included photographing camp activities, daily updating of photo galleries, running live worship media for services, creating and presenting 1-2 slideshows per week.

Special Events Marketing Intern | Blackberry Farm LLC November 2012 - February 2013

Responsible for compiling and disseminating media kits for event personalities. Contributing to and occasionally generated the daily guest newsletter. I aided with a shoot for the Cooking Channel, generated and implemented marketing tactics for the *Music in the Mountains* concert, and did background logistics for Southern Living's *Biscuits & Jam* shoot at Blackberry.

Weekend Host, Camp Wesley Woods | 2011 - 2012

Responsible for hospitality for weekend retreat groups at CWW; including coordination of facilities, maintaining schedules, managing staff, outdoor adventure coordination, dining room management, and catering to the needs of guests.

Please see michaeladotsch.com for full CV, personality profiles, and community service.