

BIANCE SLABBER

4587 Peakview Court, Liberty Township Ohio, 45011
slabbeb@miamioh.edu | 513.314.6353 | www.linkedin.com/in/bianceslabber

Education

Miami University , Farmer School of Business	Oxford, Ohio	Graduation May 2020
Major: Marketing	Minors: American Studies, Interactive Media Studies and Photography	Overall GPA: 3.4

Leadership Experience

Cru , <i>High School Leader</i>	Oxford, Ohio	November 2016 – Present
<ul style="list-style-type: none">• Mentor and build relationships with students at Talawanda High School• Lead group discussions of up to 15 high school students• Collaborate with 7 other college leaders to plan events and create content for high school students• Manage social media accounts and creating content for events• Empower high school students and help them navigate their high school career		

Professional Experience

VOKE app , <i>Social Media Internship</i>	Orlando, Florida	August 2018 – Present
<ul style="list-style-type: none">• Designing content, posting and managing Instagram, Facebook, and Twitter accounts• Promoting the VOKE blog and website through social media interactions• Working remotely from Cincinnati, Ohio while collaborating with a team in a virtual office to generate new content and strategies to maximize user interaction• Assisted on set while filming promo videos and additional content• Captured behind the scene videos and photos to post on social media and additional website/app content		

Tri-County Baptist Church , <i>Marketing Internship</i>	West Chester, Ohio	May – August 2019
<ul style="list-style-type: none">• Analyzed the strengths, weakness, opportunities and threats of the organization's publications and digital presence, and presented finding to the Deacon board consisting of 15 people• Created a new logo, and developed a brand style guide for rebranding of the organization• Designed graphics for the yearlong theme of 2020• Redesigned weekly bulletin with InDesign		

Client Experience

Target , <i>Client Project</i>	Oxford, Ohio	Fall 2018
<ul style="list-style-type: none">• Join forces with a HBDI whole brain team of 5 people for the duration of the semester to ideate a solution• Created an innovative solution to boost toy and entertainment sales during holiday season lull• Conducted ethnographic interviews instore and through social media outlets• Presented finding and final idea in front of a group of 35 people		

84.51° , <i>Client Project</i>	Oxford, Ohio	Spring 2017
<ul style="list-style-type: none">• Recommended an innovative and creative marketing strategy for fortune 500 client of 84.51°• Utilized tools and channels such as google to find insights in and research for the grocer industry• Analyzed and interpreted data using SQL• Collaborated with a HBDI whole brain team of 5 people for the span of the semester to create project		

Skills

Experience in SQL, Java, JavaScript, Hootsuite, Adobe Photoshop, Adobe Lightroom, Adobe InDesign and Adobe Illustrator. Language: Afrikaans – proficient