

Paige Bova

Indianapolis, IN | 317-289-8405 | bovapaige@gmail.com

EDUCATION:

Indiana University Purdue University Indianapolis, College of Liberal Arts

December 2014

- Bachelor of Arts in Communication Studies, Certificate in Event Planning | GPA: 3.6
- Accomplishments: Dean's List, graduated in 3.5 years

PROFESSIONAL EXPERIENCE:

Milliman Inc., Marketing Operations Associate

January 2018 – Present

- Created various marketing pieces and presentations to communicate the message and product story
- Designed and wrote copy for internal marketing pieces and presentations to communicate our services and product story
- Curated a process documentation library, determining and writing proper process steps, leading to a 10% decrease in errors
- Implemented marketing campaign strategy for 17 Pfizer products, often in multi-channel integrated marketing campaigns
- Project managed a full rebrand of a customer project, including creation and rollout of all existing marketing campaigns
- Led team effort to begin offering email creation to customers, and have since expanded customer use from zero to five
- Delivered all customer projects on time, under budget, and developed strong working relationships, allowing for them to continually expand their business with us
- Experienced in working on a team to create marketing materials for a fast-paced, unpredictable, and regulated industry

WFYI Public Media, Development & Marketing Events Manager

May 2015 – January 2018

- Developed content to tell more than 60 packages and product stories, used by the account executives to exceed sales goals
- Coordinated cobranded alliance marketing campaigns, events, and communications with various community partners
- Developed sample social media posts for each social media site, allowing our customers to share and highlight their involvement with a specific event or sponsorship
- Developed and implemented strategic communication plans for the Development Department for upcoming sponsorship packages and events to align with station strategy and elicit successful sales and partnerships
- Worked with leadership to plan content and develop presentations for weekly team meetings
- Managed channel communications to share information with customers, community partners, and prospects, ensuring awareness of upcoming due dates, sponsorship opportunities, customer success stories, events, and other communications
- Created press kits for station events and initiatives that were shared with customers, partners and other media partners

Management Recruiters Indianapolis North, Project Coordinator

December 2014 – May 2015

- Organized and executed activities that generated a pipeline of applicants for each of the open positions
- Researched industry and market leanings and delivered a weekly team update on major changes and new trends
- Collected success stories from placed applicants and happy customers, and implemented into a sales deck and handout
- Worked with the senior Power Generation Recruiter to develop strategic plans with a goal of gaining new business and more rapidly place applicants in positions

Northwestern Mutual, Recruiting Intern & Training and Development Intern

March 2014 – December 2014

- Managed candidate hiring process correspondence, reaching out for initial information and conversation as well as communicating details of subsequent interviews
- Tracked where all candidates were in the process using Salesforce CRM tools, ensuring the correct communications were sent at the right time
- Developed internal communications to 180 representatives statewide coordinating data collection and setting expectations for the statewide training day, leveraging personalized data and analyzing tactics and outcomes
- Planned all training sessions throughout the year for new representatives, including materials, presenters, meals, and all other details surrounding training

- Managed donation of autographed player swag program, which included: accepted or declined applications, assigned specific player swag items to approved requests, and sent out donations and authenticity information
- Worked with the Community Relations Manager to write press releases to create positive buzz around player causes and events
- Helped plan and execute player appearances with chosen community partner and coordinated player autograph sessions

VOLUNTEER EXPERIENCE:

Crisis Text Line, Crisis Counselor

2019 – Present

- Bi-weekly shifts talking to texters in crisis, completing a ladder-up risk assessment and working together use collaborative problem solving to create a personalized safety plan.

Gleaners Food Bank, Cynthia H Hubert Community Cupboard Volunteer

2019 – Present

- Worked with clients, assisting them as they shopped in the food pantry. Specifically talked with clients and helped plan what to make using fresh produce while at the pantry.

SKILLS:

Technical: Adobe Creative Suite | public speaking | strategy | planning | Microsoft Office | social media management | branding

Core Competencies: teamwork | attention to detail | integrity | relationship building | eager learner | time management | process creation | communication to diverse audiences | event planning