

LaShae Hooper

COMMUNICATIONS PROFESSIONAL

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PROFESSIONAL SUMMARY

A recent Communications graduate with a passion for creative strategy, project management, and marketing. Skilled in effective communication, problem-solving, and relationship building, I am eager to contribute to purpose-driven advertising campaigns and support agency growth through strategic project coordination.

EXPERIENCE

R-O-S Media | Marketing Specialist

JANUARY 2024 – PRESENT

- Conduct research to identify optimal marketing promotions and timing.
- Develop engaging marketing materials to achieve strategic objectives.
- Analyze client call data to refine marketing strategies and enhance customer experience.
- Demonstrated strong communication and organizational skills, contributing to effective teamwork and project success.

Tombras | Project Management Intern

SEPTEMBER 2023 – DECEMBER 2023

- Managed multiple projects simultaneously, ensuring timely completion and high-quality results.
- Conducted research and provided insights to improve project outcomes.
- Utilized problem-solving skills and attention to detail to overcome project challenges, ensuring alignment with goals and timelines.

K.D. Style Studio | Administrative Assistant

OCTOBER 2019 – JULY 2021

- Provided administrative support, managed schedules, and coordinated events.
- Maintained effective communication with clients and stakeholders, ensuring smooth operations.
- Built strong relationships with clients and stakeholders, driving customer loyalty and positive word-of-mouth referrals.

Stanton Optical | Lead Ophthalmic Technician

MARCH 2016 – DECEMBER 2018

- Led a team of 4 technicians, ensuring high-quality patient care and efficient operations.
- Conducted training sessions and provided ongoing support to team members.
- Performed administrative duties, including answering phones, scheduling patient appointments, and managing email communications with management, staff, and vendors.
- Handled mail and shipping, ensuring timely delivery of eyeglasses and contact lenses to patients.
- Demonstrated leadership, communication, and organizational skills, essential for supporting both clinical operations and team development.

EDUCATION

University of Tennessee, Knoxville, BS Communication, Cum Laude

2024

Major: Advertising | Minor: Business Administration

COMMUNITY INVOLVEMENT

Keynote Speaker, United Way of Greater Knoxville - 2024

- Guest speaker at the East Tennessee Collaborative/Tennessee Opportunity Pilot Initiative Lunch & Learn.
- Delivered speech.
- Received positive feedback from attendees and organizers, enhancing my experience presenting and speaking effectively.

Volunteer, Activating Success (GO PLACES Program) - 2024

- Developed a partnership with the program to continue providing support and resources to participants, ensuring ongoing student-centered support and guidance.
- Designed and delivered presentation for young adults re-entering the workforce, focusing on HR policies, employer expectations, and goal setting.
- Provided practical advice and strategies to help participants understand what employers are looking for.
- Engaged with attendees to set personal and professional goals, creating a supportive environment for career development.

SKILLS & ABILITIES

- Effective interpersonal communication
- Scheduling and administrative support
- Customer service excellence
- Proactive outreach and problem-solving
- Leadership and team coordination
- Time management and organizational skills
- Adaptability to new technologies and practices
- Microsoft Office Suite
- CRM Software (Oracle)
- Mac and PC
- Google Chrome

ACHIEVEMENTS & AFFILIATIONS

Awards

- 2023 & 2024 Dean's List
- 2024 Volunteer of Distinction
- 2024 Student of the Year in Advertising

Activities

- Advertising and Public Relations Young Professionals Academy
- 2024 National Student Advertising Competition

Affiliation

- American Advertising Federation