**Pamela Drake**

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**EXECUTIVE SUMMARY**

* Accomplished communication and public relations skills with over 11 years of professional work experience.
* Demonstrated ability to quickly identify and address critical needs to develop strong clientele customer satisfaction.
* Experienced in utilizing digital media to create internal and public-facing documents.
* Manage extensive autonomy for a wide variety of tasks that require multitasking, timeliness, accuracy, attention to detail, sound judgement, and diplomacy.

**EDUCATION**

 **Expected Graduation January 2017**

Bachelor of Science in Professional and Technical Writing Brooklyn NY

New York City College of Technology/CUNY

**PROFESSIONAL EXPERIENCE**

**Small Business Development Center, Brooklyn, NY**

***PUBLIC RELATIONS INTERN*** – **Social Media & Marketing 2016 - Present**

**Web Development & Communication**

* Design and launch the SBDC Brooklyn’s CMS-based website, maximize search engine optimization strategies, and provide critical oversight of the content for adherence to current and emerging best practices.

**Social Media Engagement**

* Compose and publish well-written press releases and feature stories covering entrepreneurs’ profiles and interviews to promote SBDC’s services and clients’ businesses.
* Develop and disseminate high quality internal and client-facing documents containing pertinent information to SBDC’s partners and clients, designed to meet the needs of the business community served.

**Social Media Analysis & Maintenance**

* Perform an analytical study of the SBDC’s social media marketing and online presence and make recommendation to increase brand awareness and reach.

**New York City College of Technology, Brooklyn, NY**

***COMMUNICATION & MEDIA INTERN*** - **Office of Communications 2016**

**Social Media Engagement**

* Composed and published well-written press releases covering students and staff College activities and accomplishments on City Tech’s News and Events webpage and the CUNY Newswire.
* Maintained College social media accounts and created benchmarks for measuring impact using post-deployment analytics and dashboards.
* Collaborated on innovative solutions to identify College-wide rebranding initiatives and increase student enrollment and retention.

**Social Media Analysis & Maintenance**

* Created guidelines for the instructional use of social media to ensure continuous use of best practices.

**New York City College of Technology, Brooklyn, NY**

***SENIOR OFFICE ADMINISTRATOR*** - **Auxiliary Enterprise Board Administrative Office 2015**

**Operations**

* Successfully investigated and submitted a claim to the NYS Office of the State Comptroller, Office of Unclaimed Funds, resulting in the return of $28K to the College Association of NYC College of Technology, Inc.
* Created instructional guides which summarized governing principles of the use of Student Activity Fees, used by the College Association and the Student Government Association.
* Created internal and external information-sharing documents.
* Designed and implemented a time and leave system used by fifty-five employees, effectively reducing incorrect data input and improving timeliness and efficiency.
* Designed and implemented check printing policies and procedures, effectively strengthening internal controls and enhancing the accuracy and reliability of the accounting records.
* Established standard operating procedures, provided a reference resource for best operational practices.

**Webpage Development**

* Created original and native webpage content to share important information with base outreach, increased visibility and accessibility.

**New York City College of Technology, Brooklyn, NY**

***OFFICE ADMINISTRATOR*** - **Administrative Offices** **2005 - 2015**

**Operations**

* Successfully administered the tax levy and non-tax levy procurement card programs.
* Competently managed and maintained the e-Procurement System (EPS) and effectively provided training and troubleshooting solutions.
* Coordinated the timely submission of faculty book lists which gave the bookstore time to search for as many used textbooks as possible and saved students on the cost of new books.
* Effectively maintained teaching schedules and reserved classrooms with media equipment and tech services, which guaranteed students’ successful learning environments.
* Successfully administered the Graduate Research and Technology Initiative (GRTI) program and acquired crucial funding for faculty sponsored research projects.
* Reorganized disarrayed filing systems and made them more effective and useful for end users.

**Supervisory**

* Developed and maintained efficient office procedures and methods and assisted in training employees in their use.
* Hired, trained, and supervised College Assistants and student workers.

**Interpersonal & Public Relations**

* Coordinated meetings with academic departments and administrative offices and served as liaison for faculty and staff.
* Scheduled academic advisement and monitored make-up exams to accommodate students’ scheduling challenges, assisted the College in complying with the CUNY Policy on Academic Integrity.
* Successfully cultivated and maintained internal and external government and corporate relations to enhance the College’s profile with multiple communities.
* Arranged trips to Albany and facilitated students’ discussions with public officials to lobby for financial aid and other student issues.

**Information Management**

* Simplified the instruction manual of the procurement card procedures into a lightweight quick reference guide for the Purchasing staff use.
* Designed and maintained a shared Contract Management Calendar containing contracts and agreements, ensuring that critical contract deadlines and compliance measures were tracked and met and legal agreements were negotiated in a timely manner.
* Prepared and distributed complex and routine reports using word processing, spreadsheets, and presentation software.
* Compiled and maintained logs, budgets, and reconciliation accounts ensuring their accuracy and financial integrity.

**SKILLS**

* Robohelp, HTML, and Asset Creation
* Usability Testing
* Information Architecture
* Email Services Platforms and A/B Testing
* Project Management
* Microsoft Office Suite
* Podcasting & Video Recording

**AWARDS & AFFILIATIONS**

* Senior Writer: Honors Scholars Program
* Senior Blogger: The Buzz
* Senior Writer: New Tech Times
* Michele Forsten Advocacy Award - City Tech’s Annual Literary Arts Festival
* Notetaker & Reader: The Center for Student Accessibility