

EMMA CARTER

Sorority Recruitment

✉ emma.carter@email.com

☎ (123) 456-7890

📍 Tuscaloosa, AL

🌐 [LinkedIn](#)

WORK EXPERIENCE

Student Representative

University of Alabama

📅 January 2022 - current 📍 Tuscaloosa, AL

- Created email marketing campaigns for sorority initiatives using Sendinblue, improving open rates by 18%.
- Designed online surveys with JotForm to collect student feedback with **43% higher completion rates**.
- Tracked project tasks and deadlines in Monday.com to improve team productivity by 38%.
- Facilitated virtual meetings between class representatives and university stakeholders to advocate for student interests.

PROJECTS

Outreach Allies

Outreach Coordinator

📅 2022 - current

- Analyzed campus outreach efforts in Salesforce, boosting conversions from initial interest to active participation by 17%.
- Acted as a liaison between students and the university to promote the merits of campus sororities.
- Organized informational sessions to educate students about sorority benefits, increasing annual attendance by 38%.
- Developed a social media outreach campaign to increase sorority involvement, using Sprout Social to measure results.

EventElevate

Event Assistant

📅 2021 - 2022

- Coordinated seamless dance fundraiser sign-ups using SignUpGenius, improving event organization by 34%.
- Collaborated with student organizations over GoToMeeting to pool budgets and **increase fundraiser attendance by 59%**.
- Automated email reminders using Sendinblue to generate excitement and increase event awareness.
- Measured promotional activity by monitoring social media event mentions with Buffer Analyze.

CAREER OBJECTIVE

Dynamic sorority recruiter with 2 years of experience in campus outreach seeking a position at the University of South Carolina. Excited to bring my expertise in recruitment and event promotion to build a vibrant sorority community at USC.

EDUCATION

Bachelor of Arts

Theatre and Dance

University of Alabama

📅 September 2020 - current

📍 Tuscaloosa, AL

SKILLS

- SignUpGenius
- Salesforce
- Sprout Social
- Sendinblue
- JotForm
- GoToMeeting
- Monday.com
- Buffer Analyze

HOBBIES

- Reading gothic plays
- Running
- Listening to podcast theater