

Blythe Westfall

EDUCATION

Oklahoma State University, Dec. 2013
Bachelor of Arts in Strategic Communications
Emphasis in Public Relations + Minor in Spanish

SKILLS

Print/Digital Writing, Public Relations, Digital Media, Marketing, Communications, Research, Editing, Creative Writing, Brand Management, Promotion

COMMISSIONED PROJECTS

Jet Valve: branding, logo design, create brochure, marketing campaign, create website, create digital catalog

Midwest Fence Company: redesign logo, update/rebrand website, social media campaign, create brochure for services

VYPE: create written and digital content for weekly articles (photos, graphics, layout)

EXPERIENCE

Inceed

Recruiter

Jan. 2016-Present

- I am currently an Information Technology and Accounting & Finance Recruiter in our National Recruiting Center. I recruit the top talent for our clients in all 5 of our markets; Tulsa, Oklahoma City, Denver, Houston, and Raleigh.
- Recruit and place technical and accounting & finance professionals for positions in each of the five markets, Tulsa, Houston, Denver, Oklahoma City, and Raleigh
- Assist candidates throughout the entire hiring process including career strategy, resume formatting, interview scheduling and preparedness, and total package negotiations
- Cultivate relationships with new and existing clients and candidates in all 5 markets to ensure that their expectations are fully met
- Seek new sales leads for all 5 markets in order to maintain a pipeline for future clients

Triad Senior Living

Corporate Marketing Associate

April 2015-Dec. 2015

- Special Projects: Collaboration with Creative Director on ad campaigns, marketing research, data analysis, compile web metrics and insights for multiple properties.
- Social Media: Update property social media pages daily, manage and plan social media calendars for four separate properties monitor online reviews, manage review campaigns.
- Web: Copy write and edit any ad copy, blog post, online campaign and any content marketing gathered.
- Assistance to President: Online research, phone calls/emails to obtain information, summarize findings, report, help with various side projects.
- Miscellaneous: Input data into weekly occupancy reports, email to distribution lists, compile results of email blasts and report to properties, research advertising costs/opportunities in the different property markets.
- Customer Service: Operate as the front lines of Triad Senior Living by answering phones and greeting guests.
- Special Events: Plan, manage and execute various, large scale events for our company, including a 300-person World War 2 Veterans celebration.

Crested Butte Mountain Resort

Media/Marketing Intern, Lead Operator

Dec. 2013-April 2015

All other internship and volunteer experience listed on LinkedIn profile

PERSONAL INFORMATION

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