

Audrey Helms

Marketing and Communications | Visual Design | Event Coordination

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EDUCATION

Bowling Green State University, Bowling Green, OH

Aug 2024 – Present

B.S. in Visual Communication Technology, minor in Advertising

GPA: 3.9

Relevant Coursework: Interactive Advertising and Social Media, Problem Solving for Visual Media, Graphic Design Thinking, Principles of Marketing, Digital Print Media

EXPERIENCE

BGSU Recreation and Wellness, *Marketing Attendant*, Bowling Green, OH

Jan 2026 – Present

- Develop and update marketing materials, including posters and promotional assets, from concept to final production while adhering to brand guidelines
- Maintain and update website content using Adobe Experience Manager (AEM) to ensure accuracy and brand consistency

Women in Business Leadership, *Newsletter Committee Member*, Bowling Green, OH

Oct 2025 – Present

- Design and format a monthly newsletter, integrating submitted content and finalizing layout for publication, reaching 200+ students per issue

Young Women in Leadership Conference, *Marketing Committee Member*, Bowling Green, OH

Oct 2025 – Present

- Collaborate with the marketing team to support promotional campaigns through social media and design initiatives to increase event attendance

Dairy Farmers of America, *Communications Intern*, Medina, OH

May 2026 – August 2026

- Designed and produced event marketing and internal communications materials using Adobe Creative Cloud, including digital flyers, newsletters, and promotional graphics aligned with corporate brand standards
- Supported planning and execution of a multi-day leadership conference, coordinating communications and logistics, including RSVP tracking, invitations, attendee lists, and travel arrangements using Excel, Cvent, and Outlook
- Wrote, edited, and formatted employee and farmer communications, ensuring clarity, accuracy, and engagement; assisted with on-site event operations and internal messaging through digital signage systems (REACH, Four Winds)

BG Falcon Media, *Alumni Engagement Intern*, Bowling Green, OH

Jan 2025 – May 2025

- Conducted interviews and wrote articles covering alumni stories and organizational updates
- Updated alumni newsletter using Constant Contact, ensuring accurate and timely distribution

SKILLS

- **Technical Skills:** Microsoft 365 (Excel, PowerPoint, Word, Outlook, Teams); Adobe Creative Cloud (Acrobat, Illustrator, InDesign, Photoshop, Premiere Pro); Adobe Experience Manager (AEM); Email Marketing & Analytics (Constant Contact); Event Management (Cvent); Digital Signage Systems (REACH and Four Winds); Google Workspace; basic HTML/CSS
- **Marketing & Communications Skills:** content writing and copywriting, email marketing and newsletter design, event communications support, AP Style writing, brand-aligned messaging and design, AI-assisted writing, content creation, ideation, and editing
- **Professional Skills:** detail-oriented, highly organized, creative in problem-solving, deadline-driven, adaptable