

# BESSMORGAN BALUYUT

Mobile, AL | 251-366-3957 | Bessmorganbaluyut@gmail.com

## SUMMARY

I am a Public Relations, Advertising & Design professional currently working as a Community Manager at The Container Yard and as a Content Manager for Wellborn Strategies. I apply my communication, leadership, and problem solving skills to my career. I am a creative-thinker who works well under pressure. I have extensive experience with both collaborating on teams and working independently.

## SKILLS

- Adobe Creative Suite
- Microsoft Office Suite
- Google Office Suite
- Social Media
- Creative
- Problem-Solving
- Strong Communication
- Leadership
- Writing
- Photography
- Facility Management
- Community Relations

## RELEVANT EXPERIENCE

### COMMUNITY MANAGER

The Container Yard

May 2022 - Present

- Oversaw facility and space management, duties such as utilized and updated a variety of coworking software applications manage the space and membership, maximized up-time and availability of key facilities assets like the Wifi network, kitchen, printers/copiers, etc.
- Wrote and designed internal and external communication/marketing content including social media, digital signage, flyers, and newsletters.
- Planned and launched community initiatives to create connections between members of different organizations, including targeted member introductions, running networking events and managing communications within the space and through digital vehicles.
- Created a friendly environment that facilitated high member satisfaction, resolved issues between members quickly and in a manner that diffuses tension, and worked to foster a sense of inclusivity where fresh ideas were welcome.

### CONTENT MANAGER

Wellborn Strategies

May 2022 - Present

- Managed, scheduled, and created content for the social media of several clients on a weekly basis. Social media channels included Facebook, Instagram, Twitter, and LinkedIn.
- Wrote newsletters and blogs to drive business to the client's respective websites and businesses.
- Created special event marketing digital and physical design elements such as flyers, window decals, posters, etc.

### SOCIAL MEDIA AND MARKETING CHAIR

Spring Hill College Campus Programming Board

2020 - 2022

- Responsible for promoting all CPB-sponsored events on campus.
- Designed content for social media, digital signage, and flyers to post around campus.
- Responsible for taking photos at all CPB-sponsored events, and posting content to all CPB social media outlets, including Instagram, Twitter, and Facebook.
- Collaborated with a team of 8 to plan and execute small and large scale events for a student body of approximately 1,200 students

### BADGER CONNECTION INTERN

Spring Hill College

January 2021 - October 2021

- Coordinated and facilitated the training of a 24 member freshmen orientation team for small and large group presentations.
- Performed office related duties, such as answering phones, corresponding with various campus offices and outside vendors.
- Planned and implemented an in person and virtual freshmen orientation program.

## EDUCATION

Spring Hill College  
2018 - 2022

BACHELOR OF COMMUNICATION ARTS  
CONCENTRATION: PUBLIC RELATIONS & ADVERTISING