

# Audree Steel

Grand Rapids, MI 49501

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## Summary

Adaptable, creative, and energetic student with an ability to build relationships and foster connections. Expertise in marketing, graphic design, and communication.

## Skills

- Social media management
- Communication
- Marketing (digital/traditional)
- Customer service
- Graphic design
- Customer engagement

## Experience

**Assistant Advertising Manager**, 04/2025 — Current

**Grand Valley Lanthorn** — Allendale, MI

- Manage a team of ad reps to sell and coordinate advertising across print, digital, and on-campus platforms.
- Build partnerships locally and nationwide with businesses and organizations to promote their brands through effective ad placements.
- Generate new leads, pitch creative advertising solutions, and maintain ongoing client relationships.
- Guide team members in meeting sales goals and improving outreach effectiveness.

**Bartender & Beverage Cart**, 03/2025 — Current

**Mines Golf Club** — Grand Rapids, Michigan

- Prepared and served a variety of beverages to members and guests.
- Maintained cleanliness and organization of the bar area throughout shifts.
- Managed inventory levels, restocking supplies as needed during busy hours.
- Work as part of the event staff team to set up, serve, and break down weddings and special events, ensuring seamless operations and excellent guest experiences.

**Bartender**, 07/2024 — Current

**White Flame Brewing Co.** — Hudsonville, Michigan

- Provide excellent customer service by engaging with guests, taking drink and food orders, and ensuring satisfaction
- Maintain cleanliness of the bar area, including restocking supplies and cleaning glassware
- Handle customer concerns professionally and efficiently

**Marketing Associate**, 01/2024 — Current

**SWS Design** — Remote

- Write and edit weekly blog articles highlighting fitness design solutions, industry trends, and featured products.
- Support the development of marketing materials including flyers, digital ads, and promotional assets.
- Create branded social media content to align with client messaging and aesthetic guidelines.
- Collaborate on graphic design projects using Canva and Adobe tools to enhance brand presentation.

**Sales & Marketing Representative**, 11/2023 — 08/2024

**All Pro Fitness Things** — Jenison, Michigan

- Develop and execute marketing strategies to drive brand awareness and customer acquisition
- Manage and create content for social media accounts
- Provide outstanding customer service & sales to all who enter the store
- Analyze marketing data to optimize strategies and campaigns

**Marketing Intern**, 05/2023 — 08/2023

**City of Coldwater & Board of Public Utilities** — Coldwater, Michigan

- Created over 100 social media posts, achieving an average engagement of 4.12%.
- Developed flyers, AP press releases, and copy for social media and website updates across 20+ campaigns.
- Captured and edited photography using Adobe Photoshop to enhance visual content.
- Performed market research through Survey Monkey to gather actionable insights.
- Assisted in community engagement events and supported various marketing initiatives as needed.

## Education and Training

**Expected in 04/2026 Grand Valley State University** — Allendale, MI

**Bachelor of Science Advertising & Public Relations**