

# Erin Hooper

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## Education:

Master of Public Service and Administration, Texas A&M University, College Station, TX

*Concentrations:* Marketing/Communications, Public Management

*Relevant coursework:* Grant & Contract Management, Management & Leadership of Nonprofit Organizations, Marketing for Nonprofits

*Expected graduation:* May 2011; *GPR:* 4.0

Bachelor of Arts in Political Science, Texas A&M University, College Station, TX

*Minors:* Business Administration, Earth Sciences

*Graduated:* May 2009, *Summa Cum Laude* with University Honors; *GPR:* 4.0

## Employment:

Public Relations/Marketing Intern, *City of Dallas, Texas*, May-July 2010

- Contacted and scheduled stakeholders and participants for Trinity River Corridor Project (TRCP) events, including a photography workshop
- Helped supervisor to coordinate TRCP events, such as receptions, workshops, and exhibits
- Compiled and organized TRCP stakeholder contact information
- Wrote articles and briefings for TRCP publications, such as the project newsletter
- Drafted and sent media advisories and press releases for TRCP events to media contacts, including local newspapers and nonprofit organizations
- Drafted marketing materials for TRCP events, such as the 2010 Trinity River Photo Contest

Graduate Assistant, *Texas A&M University Study Abroad Programs Office*, Aug. 2009-May 2010

- Served as a liaison between the Academy for Future International Leaders (AFIL) program instructor, the Texas A&M International Board, the International Programs Office, and other program stakeholders
- Coordinated and organized AFIL program events, such as orientations, receptions, and seminars
- Marketed the AFIL program at on-campus events, such as Parents' Weekend and Overseas Day, by speaking with students, parents, faculty and staff members
- Created and updated promotional materials, such as the website, brochures and fliers, for the AFIL program
- Advised students participating in the AFIL program regarding an international leadership project and optional study abroad experience

Student Worker, *Texas A&M University Study Abroad Programs Office*, Aug. 2007-Aug. 2009

- Helped office advisors to implement and promote study abroad programs and office events
- Coordinated and monitored part of the office's study abroad application tracking system
- Marketed study abroad programs and office services at on-campus events
- Counseled students who planned to study abroad in countries such as Spain, South Africa, and China
- Performed administrative office duties, including answering phones and making copies

Environment, Safety, & Social Responsibility Intern, *Petro-Canada* (London, UK), May-June 2008

- Compiled and organized international stakeholder information
- Researched regional environmental issues in Morocco and translated legislation from French to English

## Project Management Experience:

Member, *Bush School of Government and Public Service Capstone team*, Sep. 2010-May 2011

*Project:* The ten-member team has partnered with a nonprofit organization in the Rio Grande Valley to provide recommendations to expand the organization's education-based programs across the state of Texas.

- Presented project updates and participated in an onsite strategic planning session with nonprofit employees
- Created and administered an internal management assessment to the nonprofit's leadership team to determine organizational effectiveness and make recommendations based upon identified best practices in nonprofit marketing, volunteer management, and resource development
- Created and administered survey to the organization's clients to determine the effectiveness of its services
- Hired and managed part-time project employees (Spanish-speaking survey administrators)
- Design and create project materials using programs such as Adobe Acrobat and Adobe Photoshop

## **Project Management Experience (con.):**

Member, *Bush School of Government and Public Service Nonprofit Management team*, Jan.-May 2011

- Administered internal management assessment to a local nonprofit's staff members to determine organizational effectiveness
- Will offer recommendations to the nonprofit, which focuses on homeless and housing services, in the areas of financial management, resource development, and volunteer management

Member, *Mays Business School Marketing Communications Management team*, Sep.-Dec. 2010

- Managed the five-member team, which included duties such as scheduling meetings, delegating tasks, and coordinating research efforts
- Created a complete integrated marketing communications plan – including market and competitive analyses, a program budget, sample advertisements, and campaign evaluation measures – for a consumer packaged good
- Designed, compiled, and edited the final group report

Member, *Bush School of Government and Public Service grant proposal team*, Sep.-Dec. 2009

*Project:* The six-member team drafted a mock grant proposal based on a nonprofit program aimed at improving educational opportunities for underserved populations in Newark, New Jersey.

- Designed, compiled, and edited the final grant proposal
- Researched educational issues – including dropout rates – in Newark, New Jersey, and across the country

## **Involvement at Texas A&M University:**

Member, *Academy for Future International Leaders*, Sep. 2006-May 2007

- Organized a monthly film series to increase international awareness on campus

Programming and Research Committee Member, *Wiley Lecture Series*, Aug. 2005-May 2007

- Recruited and scheduled program speakers – faculty members/research experts – from across the country

## **Awards/Honors at Texas A&M University:**

- The George and Barbara Bush Fellowship, 2010-2011
- Joy and Ralph Ellis '52/Heep Endowed Graduate Fellowship, 2009-2010
- Phi Beta Kappa, 2008
- Texas A&M Memorial Student Center Wiley Lecture Series Committee Member of the Year, 2007
- Golden Key International Honour Society, 2006
- President's Endowed Scholar & Director's Excellence Award recipient, 2005-2009
- National Merit Scholar & Phi Eta Sigma Freshman National Honor Society inductee, 2005

## **Activities at Texas A&M University:**

- A&M United Methodist Church Parents' Nite Out volunteer, Fall 2010-Spring 2011
- Bush School of Government and Public Service Management/Leadership Conference participant, February 2011
- Big Event, a community-wide service project, Spring 2006 & Spring 2011
- Salvation Army bell ringer, Fall 2010
- College Hills Elementary "Writing to Read Lab" volunteer & Relay for Life participant, Spring 2010
- Bonham (Elementary School) Readers volunteer, Fall 2009
- Study abroad program in Australia and Fiji focusing on the natural environment, Summer 2007
- Replant & Kyle Field recycling program, on-campus initiatives to promote environmental awareness, Fall 2006
- Cornerstone Liberal Arts Honors Learning Community member, Fall 2005-Spring 2006
- Champe Fitzhugh, Jr., International Leadership Conference participant, Summer 2005

## **Skills:**

Computer

- Proficient in Microsoft Office Suite
- Basic Adobe Acrobat, Photoshop, and web design
- Basic STATA statistical software

Language – Intermediate French

**References:** Available upon request