

# Gatlyn Troutman

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1858 Weber Way S567, Selinsgrove, PA 17870

## EDUCATION

Bachelor of Science in Business Administration Expected May 2018  
Emphasis in Marketing, Public Relations Minor  
Susquehanna University (AACSB Accredited), Selinsgrove, PA  
GPA: 3.3/4.0

## EXPERIENCE

Blough-Weis Library Marketing & Outreach Assistant January 2017 - Present  
Susquehanna University, Selinsgrove, PA

- Create, schedule and post engaging content daily on social media platforms
- Track online engagement and adjust approaches based on trends and goals
- Research strategies to upsurge foot traffic and increase awareness of library services
- Assist in developing digital-cataloging website using knowledge of HTML and CSS

Resident Life Student Assistant May 2016 – December 2016  
Susquehanna University, Selinsgrove, PA

- Designed promotional materials for programs and information relevant to students
- Interacted with students and faculty regarding confidential information

## LEADERSHIP & SERVICE

Public Relations Chair of Phi Mu Delta January 2017 - Present  
Cultivate a positive image of the fraternity and organize events to attract new members

Resident Assistant at Susquehanna University May 2016 - Present  
Develop and promote community-building programs to foster solidarity among residents

Philanthropy for St. Jude Children's Research Hospital October 2015 - Present  
Raise funds through Phi Mu Delta events such as Relay for Life and campus fundraisers

Business Manager of Harmonic Combustion August 2016 – December 2016  
Booked group concerts and manage promotions through social media and printed ads

## SKILLS

- Social Media: [Instagram](#), [Snapchat](#), [Twitter](#), [Facebook](#), [LinkedIn](#)
- Microsoft Office: Excel, PowerPoint, Word, Project
- Adobe Creative Cloud: Photoshop, Premiere Pro, Dreamweaver, Fireworks, Audition
- Web Development: HTML, CSS, JavaScript, jQuery