# Amy Burke Shumate

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Education

### **Bachelor of Science in Journalism;** Public Relations emphasis, English minor

 *Arkansas State University, Jonesboro, Arkansas*

Educational Work Experience

* **Marion Junior High School**

*English Teacher July 2007 – present*

Teach eighth or ninth grade English and manage approximately 150 students daily. Instruct a diverse group of students with various levels of backgrounds, motivation, and overall understanding. Create curriculum for my classroom as well as collaborate with departmental and school colleagues. Meet state standards for instruction and prepare students for annual standardized testing, inclusive of the Benchmark Exam and SAT10. Communicate with a diverse group of parents and guardians concerning student behavior and performance. Keep daily records of results, activities, and conversations.

*Library Aide August 2006 – June 200*

Variety of duties including supervising students, various teacher’s projects, and occasional school activities. Substitute teacher as needed. Assisted principal with special projects, record keeping, and office duties.

Additional Work Experience

* **Downtown Productions, Inc.**

Sales and Marketing Manager September 2004 – August 2006

Increased advertising sales through relationship-selling and cold-calling. Developed and maintained relationships with advertisers, readers and community leaders. Handled marketing and strategic planning; promoting The Downtowner Magazine, the Downtown Directory and Downtown businesses to the Mid-South area.

* **The Plaza Club / Memphis Redbirds**

Membership Enrollment Coordinator / Marketing / Promotions / Sales September 2003 – September 2004

Increased membership enrollment through cold-calling, in-house promotions and outside sales. Successfully launched and created membership for new night-club, ***ten***. Promoted 600+ member Club to both existing and potential members through networking and offsite sales activities. Created “Downtown Campaign” offering groups on-site events to promote Club. Developed relationships with numerous contacts and increased awareness of the Club to the 21 to 45 year-old market. Club closed March 2004. Sold group events and conducted community relations for the Memphis Redbirds.

##### Share One, Inc.

*Software Training Specialist May 2002 – September 2003*

Developed and conducted a variety of on-site training programs emphasizing system instruction for all level of clients. Met with VPs of Operations and Accounting to discuss Credit Union policy and perform database setup accordingly to ensure a successful training experience. Designed training curriculum, manuals, aids and materials to instruct end-users and to maintain on-going education of current practices. Traveled 50%.

* **Mid-South Fair, Inc. / Libertyland, Inc.**

Director of Public Relations, Promotions/Special Events and Communications April 2000 – May 2002

Coordinated and supervised weekly promotions, special events and birthday parties held at the Park including concerts and political events. Scheduled summer-long events within budget limitations. Handled all media relations and publicity for Libertyland Amusement Park including press interviews and written correspondence. Assisted in marketing decisions, concepts and season planning for the Park and the Fair. Handled all media relations, interviews and press requests for 11-day tri-state fair that attracted over 500K guests annually. Wrote press releases and produced media kits; composed and edited monthly company newsletter. Doubled Fair media coverage in one year. Strengthened community and media relationships for the organization.