

# Peter D. Behling

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## EDUCATION

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**Illinois State University** Normal, IL May 2022

*College of Business: Bachelor of Science Degree*

**Major: Integrated Marketing Communications**

*Cumulative GPA: 3.55/4.0*

## WORK EXPERIENCE

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**ALPHA KAPPA PSI PROFESSIONAL BUSINESS FRATERNITY** Dallas, TX

Jul. 2019 - Present

*Digital Marketing Intern*

- Managed social media accounts to inform 2,800+ followers of event specifics, promote hashtags, and posts that were shared 500+ times during and after the convention
- Documented photo and video content for an event of 900+ attendees in Dallas, Texas
- Created and edited videos in promotion and summary of the convention
- Monitored Facebook and Instagram analytics to determine best posting time for increased interactions

**ILLINOIS STATE UNIVERSITY CAREER CENTER** Normal, IL

Jan. 2019 - Present

*Marketing and Communications Intern*

- Assist in driving more than a 50% follower increase in 4 months
- Collaborate with a team of creatives that work to provide digital content on multiple social media platforms
- Film engaging, informational, and constructive videos to help market the Career Center of Illinois State University to students on campus while driving 150+ tags to the account
- Create and edit videos that are uploaded to social media to attract a larger audience on the school campus

**REDBIRD PRODUCTIONS** Normal, IL

Aug. 2018 - Present

*Productions Assistant Intern*

- Collaborate with the Productions Team to quickly analyze and solve problems with the network or with in-house communications to ensure the success of the broadcast
- Operate live-broadcasting video, audio, and effects equipment that all work together to televise sporting events
- Coordinate televised visual graphics that improve the viewer's experience during live games
- Assemble and comprehend the components of live-event technical equipment

## INVOLVEMENT & LEADERSHIP

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**ALPHA KAPPA PSI PROFESSIONAL BUSINESS FRATERNITY** Normal, IL

*Vice President of Communications – Xi Psi Chapter*

May 2019 - Present

- Manage and update the organization's website to inform 1,200+ weekly page visitors of our events (akpsiisu.com)
- Unite with the Marketing Committee to deliver integrated advertisements that showcase the organization's benefits
- Lead a team of 5 skilled individuals to manage communications within the organization
- Create photographic and video promotions for the organization using Adobe Premiere Pro and Adobe Illustrator

*Alpha Apparel Business*

Sep. 2018 – Nov. 2018

- Operated a customizable apparel business to students and businesses on campus and partnered with the Susan G. Komen Memorial raising over \$1,200 in 4 weeks of operation
- Collaborated with a team of like-minded individuals working towards professional and business success
- Communicate with local suppliers and manufactures in person and over email in order to secure low costs for our customers

**ADOBE** Normal, IL

*Brand Ambassador*

May 2019 - Present

- Host workshops for students to better learn how to utilize Adobe's different programs
- Instruct groups of an upwards of 30 students on the essentials of programs like Premiere Pro
- Promote and advertise free trial downloads to students to increase Adobe's presence among students on campus

**BUSINESS WEEK** Normal, IL

*Professional Development Dinner Coordinator*

May 2019 - Present

- Manage a budget of approximately \$10,000 to arrange an effective and beneficial event
- Organize and participate in meetings with outside professionals to certify and secure all logistics of the event
- Collaborate with leading members within the College of Business to ensure the success of Business Week events

