Preston M. Bamsey

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**EDUCATION**

University of Nebraska, Lincoln

Lincoln, Nebraska, NE  •  Expected graduation 05/2026

Bachelor of Arts : Advertising & Public Relations

1. Dean's List Spring Semester 2023, GPA 3.5; Fall semester 2024 GPA 4.0
2. Member of Sigma Chi Fraternity
3. Vice President of Sigma Chi 2023 - 2024
4. Active in philanthropic actives for Huntsman Cancer Center

**RELEVANT EXPERIENCE**
**Norfolk Iron & Metal** - **Customer Development**
*Norfolk, NE*  •  *05/2024* - *08/2024*  *and 05/25 to present*
5. Participated in strategic planning sessions to contribute ideas on how best to achieve the organization's long-term goals.
6. Created visually appealing presentations that effectively communicate complex information to audiences during meetings or conferences.
7. Maintained comprehensive database for potential new customers
8. Established initial interactions with potential clients, directed the lead to the sales team for personal contact
9. Accompanied sales team to sites across the U.S. to follow up on products and place new orders

**RELEVANT COURSEWORK**
10. ADPR 151 Introduction to Advertising and Public Relations: Fundamental concepts and processes underlying integrated marking communication in a global marketplace. The discipline’s historical roots and current role of professionals.
11. ADPR 221 Strategic Writing for Advertising and Public Relations: Advertising and public relations writing styles and techniques to develop effective, goal-oriented communication designed for diverse audiences, tactics and media.
12. ADPR 283: Strategy Development for Advertising and Public Relations: Writing assignments require incorporation of research and strategy development, culminating in a creative brief. Examine client problems and possible solutions and develop and elevate strategies and tactics for promotional communications.

**SKILLS**

•Teamwork •Active Listening •Effective Communication •Adaptability and Flexibility •Team Collaboration •Creative •Social Media