

# MICHELLE A. DARTEZ, BGS

Acadiana Region | 337.501.9707 | muzikjunqie@gmail.com | [LinkedIn Profile](#) | [Personal Blog](#)

**Enthusiastic, creative and hands-on performance** with experience in executing marketing, event planning, project management and customer-support strategies in deadline-driven environments. Reputation for high-profile online presence and out-of-the-box execution designed to engage audiences and generate excitement. Known for exceeding expectations. I am looking to combine those skills with my passion for blogging.

## PROFESSIONAL EXPERIENCE

### OPPORTUNITY & ORIENTATION INTERNSHIP

The NorthStar Group | New York, NY (remote) | January 2021 to present

- **EDITORIAL:** Fulfilled written assignments as needed and contributed written pieces to be published.
- **SALES/ MARKETING:** Participated in the planning and implementation of sales and marketing projects when needed.
- **SOCIAL MEDIA MARKETING:** Assisted in creating and scheduling social media content for company platforms; as well as social media engagement (Hootsuite)
- **BRANDED CONTENT SUPPORT:** Supported Editorial and Social Media teams with content ideas and planning.

**NOTE:** I was laid off due to the Coronavirus pandemic.

### FULL TIME SALES ACCOUNT MANAGER

Townsquare Media | Lafayette, LA | October 2019 to March 2020

- **TRAINING:** Assisted in onboarding and training of new Sales employees.
- **RECEPTIONIST:** Answer phone, distributing mail, handling customers and giving out prizes to winning listeners.
- **PROJECT ADMINISTRATION / SALES ASSISTANT:** Assist Sales, Market Managers/Sales Team with projects and proposals (*Excel - spreadsheets for Sales and Powerpoint projects*)
- **BUSINESS MANAGER ASSISTANT:** Assist Business Manager with the running/processing of credit cards; other duties as needed.

**NOTE:** I was laid off due to departmental changes within the company and was actively looking for work.

### FULL TIME SALES ASSISTANT/ DIGITAL COORDINATOR – PROMOTION PART TIME PROMOTIONS ASSISTANT

Cumulus Media | Lafayette, LA | April 2017 to September 2019

- **PART TIME PROMOTIONS/ DIGITAL ASSISTANT:** Handled Promotions and Street Team: Assisted DJs with location appearances/events: Set up display table,

### EDUCATION:

**Bachelor of Science in  
General Studies**

**Concentration: Arts &  
Humanities**

University of Louisiana at  
Lafayette | Lafayette, LA

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### CORE COMPETENCIES:

- Audio/Video Production
- Blogging / Writing
- Marketing
- Media Graphics (Canva)
- Microsoft Office Suite
- Organization
- Promotions
- Public Relations
- Scheduling (Traffic)
- Training

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### SOFTWARE SNAPSHOT

**Microsoft Office Suite**

**Google Suite**

**Adobe Photoshop**

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Additional Affiliations and  
Involvement Information  
on **LinkedIn Profile**

banners, prizes, giveaways and interacted with listeners; Assisted Promotions' Assistant with updating all station websites.

- **TRAINING:** Assisted in training new Promotions employees/interns.
- **RECEPTIONIST:** Answer phone, filing, making copies, distributing faxes and mail, handling customers and giving out prizes to winning listeners
- **PROJECT ADMINISTRATION / SALES ASSISTANT:** Assist Sales, Market, & Digital Managers/Sales Team with projects and proposals (*Excel - spreadsheets for Sales leads and Bridal Expo; as well as reports and PhotoShop/ Canva - edit & create graphics for station website display ads & proposals for digital packages for clients*). Pull Reports from Nielson/ Tap Scan and use information to make proposals and update Media Kits for Sales Team.
- **DIGITAL COORDINATOR:** Handled and assisted with Digital Sales aspect; scheduling streaming commercial, assisting with digital proposals and campaigns, working with corporate digital team.
- **TRAFFIC ASSISTANT:** Assisted Traffic Director with Logs and other Traffic duties. Used as a backup when necessary.

**NOTE:** After the job that I had lined up after leaving Cumulus did not work out, I decided to take some time away from working, to focus on my health and assisting my elderly grandparents. But I also spent this time learning new skills, advancing my writing, web/ graphic design skills; which I used to continue building my Music Blog - Muzik Junjie.

### **FULL TIME SALES ASSISTANT - PROMOTION PART TIME PROMOTIONS ASSISTANT**

Cumulus Media | Lafayette, LA | 2015 to May 2016

- **FULL TIME SALES ASSISTANT:** Assisted Sales Managers & Sales Team with sales-related duties & projects; Input National Sales orders using Stratus Sales program, worked with Traffic, Production, and Promotions departments to assure proper scheduling of commercials, station events, and live remotes; Scheduled Career Fair appearances & assisted with recruitment
- **PART TIME PROMOTIONS ASSISTANT:** Handled Promotions and Street Team: Assisted DJs with location appearances/events: Set up display table, banners, prizes, giveaways and interacted with listeners
- **RECEPTIONIST:** Answer phone, filing, making copies, distributing faxes and mail, handling customers and giving out prizes to winning listeners
- **PROJECT ADMINISTRATION / SALES ASSISTANT:** Assist Sales Managers/Sales Team with projects (*Excel - spreadsheets & reports and Publisher/PhotoShop - pamphlets for Women's Expos/Bridal Expos*), Pull Reports from Nielson/ Tap Scan and use information to make proposals for Sales Team.
- **TRAINING:** Assisted in training new employees/interns.

**OPERATIONS ASSOCIATE** | FFC Capital Advisors | Opelousas, LA | 2013 to 2014

**ADMINISTRATIVE ASSISTANT** | Staci Boudreaux Allstate | Carencro, LA | 2013

**OFFICE ASSISTANT** | District Attorney's Office | Opelousas, LA | Summer 2013

**STUDENT SUPPORT** | University of Louisiana | Lafayette, LA | Spring 2011

**STUDENT WORKER** | University of Louisiana | Lafayette, LA | 2009 to 2010

**CUSTOMER SERVICE** | Old Navy | Lafayette, LA | Summer 2008

**STUDENT WORKER** | UL Continuing Education | Lafayette, LA | Spring 2008

**CLERICAL** | District Attorney's Office | Opelousas, LA | Summer 2005

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## **REFERENCES**

**Dr. Bobbie Decuir**  
**Associate Director, Campus Trio Programs**  
**University of Louisiana at Lafayette**  
337.482.6613  
Known for 7 years

**Cynthia August**  
**Insurance Agent**  
**William's Insurance Company**  
337.948.8238  
Known for 28 years

**Lynette Batiste**  
**Promotions Director**  
**Cumulus Media**  
337.  
Known for 5 years

**Brad Burley**  
**Market Manager**  
**Townsquare Media**  
337.  
Known for 6 Months