

GRETA WILSON

greta-wilson@bethel.edu | (763) 334-3977 | [LinkedIn](#) | [Portfolio](#)

CliftonStrengths: Adaptability, Positivity, Empathy, Individualization, Developer

SKILLS

Microsoft Office Suite Certification • Adobe Suite • AP Style • Meta Business Suite • SPSS/Research • Customer Service • Time Management • Coachable • Collaboration

EDUCATION

Bachelor of Arts in Organizational Communications

Bethel University | Arden Hills, MN | Expected Graduation: 2027 | GPA: 3.85

- Emphasis in Strategic Communication
- Emphasis in Leadership Communication

Minors: Business & Journalism

EXPERIENCE

Lead Event Assistant

Bethel University | Arden Hills, MN | September 2025 - Present

- Oversee and coordinate a group of 16 Event Assistants
- Assisting Conference Events and Admission departments with various tasks before and during events including on-site support for event leads, delegation of tasks, registration, set up/tear down
- Anticipating needs to ensure the event's success

Summer Conference Student Employee

Bethel University | Arden Hills, MN | June 2025 - August 2025

- Welcomed roughly 13,000 guests on campus from 30+ groups
- Assisted with client needs during unforeseen situations
- Ensuring guests feel welcomed, valued and satisfied throughout their event
- Additional Professional duties were required due to staff extended leaves

ACTIVITIES

President (2025-26), Vice President (2024-2025)

Bethel University Public Relations Student Society of America (PRSSA) | Arden Hills, MN | August 2025 - Present

- Schedule and facilitate meetings with the Executive Board
- Brainstorm, contact, market and run communications and public relations related events geared towards students

Marketing and Communications Manager

Built on Hope: A Textura Documentary | Arden Hills, MN | May 2025 - Present

- Facilitated the promotion and planning for the premiere of a student-run documentary including the creation of marketing materials and collateral.
- Developed marketing and outreach strategy, engaging press, nonprofits and community leaders to promote attendance

Marketing Manager

The Bethel University Clarion | Arden Hills, MN | August 2025-Present

- Manage the social media and newsletter for the student newspaper at Bethel University
- Create and edit social media content and create strategy to improve analytic performance to communicate the Clarion's mission.