



CODY WAITS

WORK EXPERIENCE

CONTACT



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Cincinnati, OH 45213



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EDUCATION

Bachelor of Arts in Public Relations
Harding University - Searcy, AR

SKILLS

- Adobe InDesign
- Adobe Photoshop
- Conceptualizing
- Desktop Publishing
- Dreamweaver
- Final Cut Pro
- Mac/PC
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Publisher
- Microsoft Word
- Windows Movie Maker
- Writing/editing press releases

○ Palco, Inc., Little Rock, AR
Account Manager, Enrollment and Training Manager - 2018-present

- Supervise Enrollment Department for all programs
- Develop new enrollment forms
- Review department quality assurance with regular audits
- Provide internal and external support for all training and communication
- Provide system demos to clients and users
- Create marketing material, training guides, resources, and recordings

○ Northwestern Mutual, Little Rock, AR
Director of Selection and Development - 2016-2018

- Recruited 15 financial advisors in the district office
- Interviewed full-time and intern candidates through talent selection process
- Created referral culture in office, getting 25 referrals a month from advisors
- Recruited 20 interns each year from schools in central Arkansas (Harding, Hendrix, OBU, Henderson State, UCA, ASU, UALR, Philander Smith, UAPB)
- Presented Northwestern Mutual and sourced candidates at 20 career fairs each year

○ Salem Media Group, Little Rock, AR
Promotions Director - 2015-2016

- Planned and executed two promotional events - Annual Pastors Luncheon and Ladies Night Out Dinner for 200+ guests
- Built and executed marketing plans that identified strong prospects that would initiate sales opportunities - trade shows, pop-up events, on-location radio remotes
- Planned promotional events and presented detailed reviews of results to upper management
- Created social media posts across Instagram, Twitter, and Facebook with over 10,000 followers