

LINDSAY G. PLATHE

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"Lindsay is a joy to work with and is always willing to go above and beyond what is asked of her. Her great work ethic and creativity make her a valuable asset to any team."

••• Shannon Viereck
Augustana College

EDUCATION

Augustana College, Sioux Falls, SD

Bachelor of Arts Degree

Major: Business Administration

Emphases: Marketing and Management

GPA: 3.36

Richmond, The American International University in London

Spring Semester 2011

- Gained understanding of other cultures through international business classes with professors from around the world and travel throughout Europe.
- Developed an interest in world affairs and focus on personal goals.
- Formulated a global point of view and appreciation for diverse perspectives, self-confidence, initiative, and independence.

RELEVANT EXPERIENCE

Vice President & Firm Director

Public Relations Student Society of America (PRSSA)

2011-2012

Account Executive, Sioux Empire Adopt – Sioux Falls, SD

- Managed account with Sioux Empire Adopt, a coalition of adoption and foster care agencies in South Dakota that promotes the awareness and acceptance of adoption
- Planned and organized an event to promote November as National Adoption Month when families celebrate with their adoptive children
- Delegated work such as website design and press releases and collaborated with 8 members of PRSSA
- Attended meetings with Sioux Empire Adopt – updated 10 members about progress and communicated effectively and professionally with contacts

Online Communication Chair

Augustana College Viking Days Homecoming Committee

2011

- Implemented social media campaigns via Facebook and Twitter – Facebook group went from 41 “likes” in May 2011 to 304 “likes” in October 2011
- Leader of an event that involved 1,200 students and over 1,000 alumni

Advancement Assistant

Augustana College Advancement Office – Sioux Falls, SD

2008-2012

- Assisted with Momentum Augustana campaign team – a campaign to raise \$120 million for facility projects, scholarship endowment, and overall endowment
- Maintain alumni and student information in the college’s database
- Prepare mailings in a timely and professional manner
- Serve as backup to office staff with donor and alumni communication

Financial Assistant

Ameriprise Financial – Ortonville, MN

Summer 2011

- Organized 1,200 computerized client files
- Collected client information in order to efficiently assist 3 financial advisors
- Communicated with clients and assisted them with relevant financial information
- Responsible for taking phone calls, maintaining office equipment, and assisting clients

Marketing Intern

Ronald McDonald House Charities – Sioux Falls, SD

October 2010-November 2010

- Assisted in designing and creating an activities fair board as part of marketing campaign
- Planned an event to fundraise and raise awareness in the Watertown, SD, community in order to further RMHC's mission to provide a home-away-from-home families with children receiving critical medical care at area hospitals (Sanford, Sioux Falls)

SUPPORTIVE EXPERIENCE



Intern, Jessup Cellars Winery – Yountville, CA

January 2012

- Gain knowledge about running a small business by shadowing and interviewing managers
- Worked closely with sales team to enhance sales techniques and to better understand the value of first-rate customer service
- Created marketing documents to use in the company newsletter as well as on the company social media venues

Marketing Consultancy Project

September–December 2011

Bethesda Christian Counseling – Sioux Falls, SD

- Created a promotions plan for Bethesda to implement over a three year timeframe
- Collaborated with a team of four classmates and communicated effectively with two employees within the company

Public Relations Project, Coffea – Sioux Falls, SD

September – December 2011

- Minnesota PRSA Student Classics Finalist
- Researched and compiled information about international trade and retail of coffee
- Created a public relations plan in order to increase awareness of Coffea in the community
- Communicated with Coffea's owner and cooperated with a team to gather research and assemble the plan

Vacation Bible School Teacher, St. Joseph's in Rosen, MN

August 2011

- Planned and engaged four second grade students in daily lessons for evening VBS
- Attended and prepared kids in active role in daily mass

Core Leader, Christ the King Catholic Church – Sioux Falls, SD

2010-2012

- Lead small group discussions with high school students in a variety of relevant subjects
- Assist with events to encourage teenager excitement about being involved with their faith
- Attend leadership training and become certified to work with teens in a safe and effective environment

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Snortum's Landscape and Design – Ortonville, MN

Summers 2010 & 2011

- Served customers through response to their needs with a friendly and helpful attitude
- Served in a variety of roles including cashier and caretaker of the store and inventory while being the sole employee at the store
- Arranged inventory an eye-appealing manner and learned correct ways of potting, watering and fertilizing a variety of plants

Certified Food Service Worker, *Our Place Café* – Bellingham, MN

Summers 2008 & 2009

- Served in a variety of roles including cashier, server, fry cook, and dish washer while working alone at the restaurant
- Acquired Skills: effective time management, interpersonal and customer service skills, communication, money handling, customer satisfaction techniques

Plathe Family Farm – Bellingham, MN

- Play integral role supporting parents with all aspects of running family farm
- Assisted in shoveling out grain bins, weeding bean fields, picking rocks, and cleaning out livestock barns

ACTIVITIES, LEADERSHIP, AND HONORS



Public Relations Student Society of America (PRSSA)

Publicity Director 2010; *Member* 2009

- Conducted a semester-long poster campaign to recruit new members
- Assisted with clients such as Sioux Empire Adopt and Polar Plunge

Viking Days Homecoming Committee

Publicity Co-Chair 2010

- Planned and implemented strategies to inform student population about daily Homecoming events through the use of direct mailings, yard signs, social media outlets, and a variety of posters
- Conducted feedback research about how and what publicity was most effective and should be used in the future

Assistant Jr High Girls' Basketball Coach • *O'Gorman Junior High School*

2009

Augustana Intramurals

2008 - 2012

Band Member • *Augustana College/Community Band*

2008 - 2012

Chapter Officer • *Business Professionals of America (BPA)*

2005-2008

Co-Captain • *High School Basketball*

2008

Augustana Distinguished Academic Achievement Award

Augustana ProMusica Scholar

Various Scholarships

- *Agassiz Odessa Mutual Ins. Co. Scholarship*
- *Grinnell Mutual Insurance Scholarship*
- *Elmen Business Scholarship*

REFERENCES



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