

David L. Solon

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EDUCATION

Bachelor of Arts | Communication & Information Sciences | August 2, 2017
Major: Communication Studies Minor: Advertising/Public Relations
The University of Alabama (2014-2017)
Grand Rapids Community College (2012-2014)

PERSONAL STATEMENT

I am looking to further a career where I can use my experiences as a recognized leader, a professional, and as someone who is excited to share ideas, knowledge, and challenges with others to work towards and achieve a common goal.

EMPLOYMENT

Field Organizer | Tennessee Republican Party, 2018

I played a part in a number of campaigns including Marsha Blackburn for US Senate, Bill Lee for Governor, Dr. Mark Green for US House of Representatives, and multiple State Representatives.

- Assisted in the coordination and mobilization of grassroots volunteer efforts
- Daily constituent outreach and communications through phone calls and door-to-door contact
- As the FO with the highest number of contacts in the state, I consistently exceeded the weekly goals set by state director
- Helped organize and attended campaign events, fundraisers, party meetings, and other events

Director of E-Commerce & Web Marketing | Bill and Paul's Sporthaus, 2012-2018

B&P is consistently ranked as one of the nation's top local outdoor specialty retailers with a strong commitment to customer service and product knowledge.

- Created content for online, in-store, and direct mailer purposes (including: videos, graphics, emails, and informational posters)
- Created and sent bi-weekly emails to customer list
- Managed and tracked social media accounts to maintain an out-of-store relationship with customers
- Kept the store website running properly
- Processed all online orders and customer service claims
- Contributed to website development, management, and maintenance using a CMS Platform
- Worked on a team to design and create the current website
- Improved SEO for company website
- Developed Google AdWords campaign focused on brand awareness

Salesman & Cashier

- Worked with customers on specialty ski and outdoor equipment purchases
- Formed and maintained a long-term relationship with customers
- Stayed knowledgeable about products and the industry as a whole
- Ensured customers left happy

Advertising Intern | Alchemist Branding, 2016-2017

Alchemist is a comprehensive advertising agency with a specialization in web marketing.

- Responsible for building social media presence through campaigns, initiatives, and day-to-day social media posts
- Created content for and manage client websites
- Worked to develop strategic objectives and plans to best represent the client's brand

Intern | Michigan Representative Brett Roberts, 2015

- Talked with constituents about their questions and concerns with state politics
- Organized complaints, comments, and ideas from constituents
- Wrote letters on behalf of Representative Roberts
- Kept Representative Roberts updated on the news in his district

LEADERSHIP POSITIONS

University of Alabama Student Government Association, 2014-2017

Deputy Director of Communications, 2016-2017

- Oversaw the creation and execution of communication about SGA initiatives
- Created and distributed official communications from the Student Government

Elected C&IS Senator- External Affairs Committee, 2015-2016

- Authored legislation on behalf of and benefitting student constituents
- Interacted & Communicated with the leaders and citizens of the city of Tuscaloosa and state of Alabama on behalf of the university
- Conducted business according to parliamentary procedure and order of the Senate
- Communicated with administration and student body through social media

Student Affairs Committee Page, 2014-2015

- Assisted Senators in researching and writing legislation

Sigma Tau Gamma Fraternity, 2014-2017

Chapter President

- Provided the vision and direction for the fraternity for the year that I served
- Oversaw all Vice Presidents and their chairmen to ensure that all goals were met
- Served as a representative and a liaison between the chapter, the national fraternity, and the university
- Had final say on \$380,000 budget and management

Chairman - National Credentials, Resolutions, & Laws Committee

- Lead the committee tasked with amending the national constitution and documents to better align with our values and update the language
- Presented proposed amendments to chapter representatives as well as the Board of Directors
- Lead the voting process on the proposed amendments

Fundraising Chair

- Was responsible for implementing philanthropies benefitting various organizations
- Worked with organizations and venues to plan events
- Communicated events to the members in the fraternity

White Rose Formal Chair

- Lead a committee of people under my position
- Was responsible for keeping the event within the budget
- Coordinated all transportation for the weekend, booked entertainment, worked with two caterers, and arranged accommodations for 150 people

New Member Educator

- Taught new members the history, traditions, and ideals of the fraternity
- Guided the young men as they transition into college life
- Counseled the men in academics and adjusting to college

Student Executive Council, 2015-2016

Communication Studies Liaison

- Worked with college administrators on behalf of communication studies students to better academic practices and voice concerns of students

ACHIEVEMENTS, SERVICE, CLASSES, & OTHER ACTIVITIES

Relevant Courses: Interpersonal Communication; Nonverbal Communication; Statistics, Statistical Data Analysis; Marketing; Advertising; Mass Communication Studies; Public Speaking; Intercultural Communications; Design Applications; Visual Communication; Strategic Thinking; Media Channel Planning; Advertising & PR Management; Argumentation; Quantitative Methods of Finance; Rhetoric & Society; Legal and Ethical Issues in Computer Science; Microcomputer Applications; Theories of Persuasion; Principles of Design; Public Speaking; Organizational Communication; Truth, Deception, and Ethics; Politics & Media; Precalculus

Computer Knowledge: Photoshop, Illustrator, InDesign, Premiere Pro, iMovie, Final Cut Pro, Microsoft Office Suite, WordPress, iCelerant, Weebly, Mintel, Google AdWords certified, Sprout Social

Awards: Alabama Interfraternity Council 2016 President of the Year, Sigma Tau Gamma 2016 Undergraduate Hall of Fame, Ellsworth C. Dent Undergraduate of the Year finalist, Order of Omega

Service: RISE School, Special Olympics, Habitat for Humanity, Be the Match, West Alabama Humane Society, and Clean Water Campaign, West Alabama Food Bank

Boy Scouts of America, 2000-2012,

Eagle Scout, 2012-Present

Order of the Arrow Member, 2009-Present

- Election based order within Boy Scouts that shows a commitment to service and helping other individuals and the community as a whole