TREVOR TABOR

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EDUCATION

BACHELOR OF ARTS, MASS COMMUNICATION, PUBLIC RELATIONS

Nicholls State University
August 2019 - May 2023

- Summa Cum Laude Honors
- Cumulative GPA: 4.0

SKILLS

ADOBE CREATIVE SUITE
CANVA
CROSS-FUNCTIONAL LEADERSHIP
EMAIL MARKETING - MAILCHIMP
EVENT MANANGEMENT
HOOTSUITE
MEDIA RESEARCH & ANALYSIS
MICROSOFT OFFICE
PHOTOGRAPHY
SOCIAL MEDIA STRATEGY
VENDOR COORDINATION
VIDEO PRODUCTION
WEB EDITING - WORDPRESS

AFFILIATIONS & ORGANIZATIONS

PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA
Member

NICHOLLS ALUMNI FEDERATION
Board Member

PRESIDENT'S UNIVERSITY COUNCIL
Board Member

KAPPA TAU ALPHA HONOR SOCIETY FOR JOURNALISM & MASS COMMUNICATION
Member

HONORS & AWARDS

OUTSTANDING MASS COMMUNICATION GRADUATE
April 2023

MR. NICHOLLS 2022 CAMPUS LEADERSHIP AWARD
February 2022

COLONEL LEADERS & SCHOLARS
November 2021, October 2022

HALL OF FAME | TOP 1% AWARD
Recipient | March 2022

PRESIDENT'S LIST
Eight-Time Recipient

WORK EXPERIENCE

PRESIDENT, INTERIM ADVISOR
Student Programming Association | May 2022 - May 2023

- Supervised marketing and communication efforts by supporting the publicity team's creative process to ensure a consistent visual brand across events, social media, merchandise, websites, and external media
- Implemented a social media growth strategy that incorporated email and SMS marketing tactics, resulting in a 22% conversion rate
- Designed a campaign yielding 18.4% engagement and over $32,000 in alternate revenue through donations, sponsorships, and peer-to-peer fundraising
- Managed a team of 12 student leaders to produce over 80 events and programs, increasing student engagement by 34%
- Coordinated business operations, including purchasing, procurement, bidding, and contracting necessary items and vendors for SPA's programs

STAFF ASSISTANT - VICE PRESIDENT FOR STUDENT AFFAIRS
Nicholls State University | May 2021 - May 2023

- Developed numerous digital marketing campaigns to increase student awareness and engagement across multiple digital and social channels
- Supported internal departments in implementing projects and events by managing multimedia content, branded collateral, and program materials
- Prepared charts and presentations for the Vice President to present at various university and external meetings
- Developed training presentations and online tutorial videos to implement a CRM platform to assess engagement metrics efficiently
- Upheld strict security procedures to maintain data confidentiality

PUBLIC RELATIONS & GRAPHIC DESIGN INTERN
Fremin Investments | May 2022 - August 2022

- Redesigned and updated website using a content management system, including new photographs of products, services, and staff members
- Assisted in creating social media collateral which gained 5% engagement across Facebook and Instagram
- Researched and implemented marketing opportunities to strengthen relationships and boost brand awareness through collaborations with corporate entities, community-based organizations, and events

ENTERTAINMENT DIRECTOR
Student Programming Association | August 2020 - May 2022

- Developed and executed 35 campus events to enhance student engagement
- Designed branded collateral and multimedia content to promote SPA events
- Fundraised and prepared presentations to solicit over $7,500 in sponsorships, and implemented contracted deliverables and designs
- Promote SPA and Nicholls brand by engaging with students, faculty, and staff at a variety of events

STAFF ASSISTANT - OFFICE OF STUDENT ENGAGEMENT
Nicholls State University | August 2020 - May 2021

- Developed branded collateral for distribution across digital and social channels to increase awareness and participation in department events and programs
- Instituted the use of a landing page linked within social media platforms to centralize essential links and information
- Designed branding assets and assisted new student organizations with identity and awareness campaigns
- Assisted the Interim Director with administrative tasks and creative projects