

Yuliya Minchenko

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EDUCATION

Bachelor of Arts in Communication, Public Relations

Brigham Young University—Idaho
Graduation date: December 2011

EXPERIENCE

Marketing and PR Intern

VLCM Technologies
June 2011-Sept. 2011

- Wrote Press Releases
- Designed Magazine Ads and company materials
- Produced customer testimonial videos
- Created marketing emails
- Assisted in organizing customer events
- Developed media relations

PR/Communication Consultant

Lattin Farms
June 2010-Present

- Wrote and distributed Press Releases
- Performed Marketing and PR consultations
- Managed Social Media Networks
- Designed visual promotional materials

Brigham Young University-Idaho

Sept. 2009-Dec. 2011

- Created radio commercials
- Implemented PR and Advertising campaigns
- Managed large campus events

Customer Service and Sales Rep.

Melaleuca Inc.
Jan. 2007- March 2011

- Assisted customers with large purchases
- Enrolled new customers into the company
- Recognized as a top sales and customer service associate

SKILLS

Language

-Speaks fluent Russian, English and five years of Spanish

Programs

- Knowledgeable with Word, Excel, 10 key, Publisher, and Power Point
- Experienced with Adobe InDesign, Photoshop, Illustrator
- Familiar with web design/HTML5, CSS3, PHP

AWARDS

Newel K. Whitney Scholar Award

Dec. 2011

Granted by the BYU-Idaho Business and Communication Department for character, diligence and pursuit of excellence as an exemplary graduate.