



# Bethe Cranwell

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## Objective

To contribute strong organizational, managerial, and leadership skills and experience to your firm in a management capacity

## Professional Profile

- ♦ Goal-driven, rising management professional with significant, progressive experience, along with expertise in leadership, teamwork, marketing, and planning.
- ♦ Customer-focused self-starter with proven ability to deliver superior, personalized service, cultivate strong business relationships, and resolve issues in a way that propels growth.
- ♦ Excellent team player who thrives in advanced teamwork situations and in collaboration with diversely talented team members.
- ♦ Energetic, competitive achiever who can inspire and motivate team members, deploy analytical skills, successfully manage multiple priorities, and perform under pressure in a fast-paced environment.
- ♦ Exceptional interpersonal communicator who speaks, reads, writes, and understands Spanish.
- ♦ Computer-proficient performer with expertise on MS Windows and Mac platforms, as well as applications including MS Office – Word, PowerPoint, and Excel; familiar with Access.

## Education

- ♦ *Bachelor of Science in Business Administration, entrepreneurial concentration*, Daytona Beach College, Daytona Beach, FL, Dec. 2008; Minor: Religious Studies; GPA: 3.7 while working up to 20 hours weekly  
Minor in Spanish earned at St. Leo University, including intensive linguistic training in Madrid, Spain, Jan. 2005

## Professional Experience

### **Band Manager, CEO, CFO, *The Band Next Door*, Mims, FL, Aug. 2004 to Present**

- ♦ Develop sales campaigns, increasing sales by more than 500 percent, profit margins by up to 20 percent, and fan base by 150 percent.
- ♦ Book concerts and communicate with venues, agents, and band members, thus expanding territory by 400 percent.
- ♦ Sell merchandise, including apparel, CDs, and novelties.
- ♦ Oversee product selection, market forecasting, and purchasing, as well as schedule inventory, cycle product, replenish and replace product.
- ♦ Plan and implement merchandising campaigns, manage volunteer teams, and create flyers.
- ♦ Negotiate with record studios, producers, and labels.
- ♦ Doubled product offerings by creating product lines, including logos.

### **Youth Director, *New Beginnings Baptist Church*, Mims, FL, May 2006 to Aug. 2007**

- ♦ Built strong relationship between youth and church, resulting in increased loyalty and highest yearly attendance.
- ♦ Promoted awareness of positive youth/church image through community public relations and multimedia campaigns.
- ♦ Increased competitive advantage of Vacation Bible School by implementing high-school program.
- ♦ Solicited and managed volunteer leadership committee, as well as youth musicians and peer leaders.
- ♦ Assisted youth and college students with career-development and education-track planning.
- ♦ Instituted and facilitated multiple youth-incentive plans and accommodated special-education needs.
- ♦ Organized and supervised participation in domestic and foreign service/growth projects and conferences.
- ♦ Exceeded 100 percent growth for summer by recruiting new and returning youth to youth group and Sunday school.
- ♦ Adapted and facilitated debriefing of local service projects.
- ♦ Managed church giving funds, drives, and an \$11,000 summer youth budget, resulting in a surplus.
- ♦ Reported activities and growth through writing columns in a bulletin and newsletter, as well as speaking in group assemblies/business meetings and chairing youth council.
- ♦ Supervised 25-person staff of volunteer youth and adults in food service and hospitality for fund-raising events.
- ♦ Served customer base of roughly 100 people, as many as 35 simultaneously.

**President, Baptist Collegiate Ministry, Daytona Beach College, Daytona Beach, FL, May to Dec. 2006**

- ◆ Created agendas and presided over leadership council meetings, increasing time and organizational efficiency.
- ◆ Developed vision for ministry growth, focus, direction, and future.
- ◆ Facilitated organizational unity and cooperation.
- ◆ Formulated and implemented contingency planning, re-scheduling events and restoring organizational health.
- ◆ Maintained the most highly attended campus ministry with greatest number of consistent student participants.

**Worship Small-Group Leader/Leadership Council Member, Baptist Collegiate Ministry, Daytona Beach College, Daytona Beach, FL, May 2005 to May 2006**

- ◆ Planned all aspects of worship services: Set up, sound needs, seating, refreshments, content, schedule, transitional flow, and specific delegation to volunteer team.
- ◆ Revolutionized service's perceived organizational culture.
- ◆ Saved time and created efficiency by enlisting musicians, speakers, and officials for worship-service activities.
- ◆ Formulated relevant topic series for diverse collegiate body, expanding campus interest and involvement.

**Youth Director/Pastoral Intern, Mims Presbyterian Church, Mims, FL, May to Aug. 2004**

- ◆ Collaborated as team member to set goals, determine action plans, and evaluate progress during growth period in a thriving, dynamic organization.
- ◆ Founded extremely successful additional summer youth-involvement programming and grew it 100+ percent.
- ◆ Recommended and marketed new services.
- ◆ Communicated with prospective members by phone, e-mail, and in person.
- ◆ Reorganized self- and youth-evaluation.
- ◆ Accomplished team-building and relationship-building activities and retreats, forming lasting bonds.
- ◆ Defined problems, collected data, established facts and drew valid conclusions.
- ◆ Oversaw situation analysis and immediate decision-making.
- ◆ Engaged students in life-application experiential learning.

**Honors, Distinctions, and Volunteer/Extracurricular Activities**

*Curricular and Extracurricular*

- ◆ Daytona Beach College Business Recruitment Team
- ◆ Baptist Collegiate Ministry small-group Bible study
- ◆ Crown Financial small-group study
- ◆ Drummer/manager for Christian rock band
- ◆ Intramural football, softball, soccer, basketball
- ◆ Mission trips to Belarus, Costa Rica, New Orleans, and West Virginia
- ◆ Methodist Ministry volunteer and event speaker

*Volunteer*

- ◆ Masters Workshop: Outreach to underprivileged kids
- ◆ Big Brothers/Big Sisters
- ◆ Our Father soup kitchen/distribution center
- ◆ Food and companionship provision to needy kids at Sunny Terrace Apartments
- ◆ Mims Ministry

*Honors*

- ◆ Dean's List, Daytona Beach College and St. Leo
- ◆ Daytona Beach College Foundation Business Scholars
- ◆ St. Leo University Church and Campus Scholar
- ◆ Bright Futures Scholarship
- ◆ Baptist Convention Scholarship
- ◆ Model Daytona Beach College Student; featured in bulletin
- ◆ Daytona Beach College Academic Excellence Scholarship
- ◆ Member, National Honor Society
- ◆ Member, Beta Gamma Sigma honorary Scholastic Business Fraternity