

Selena Beckman-Harned

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EDUCATION

Carnegie Mellon University

Master of Arts in Professional Writing
Cumulative GPA: 4.0

University of North Carolina at Chapel Hill

Bachelor of Arts in Psychology, Psycholinguistics concentration
Minor in Creative Writing
Cumulative GPA: 3.7

EXPERIENCE

Tea Consultant

TeaGschwender (Oct. 2009 – present)

- Used extensive tea knowledge to help customers
- Brewed hot and iced teas for customers

Cultural Arts Program Assistant

Town of Cary (Apr. 2009 – Oct. 2009)

- Helped plan and coordinate cultural events including arts festivals, park dedications, and concerts
- Designed promotional materials including invitations, flyers, and advertisements
- Communicated with and coordinated artists and vendors, helping to make sure all needs were met

Editor, Human Science Bulletin

Center for Human Science (Feb. 2008 – Apr. 2009)

- Engineered launch of new online journal
- Developed style guide for text and layout
- Worked with developers to design and implement new website
- Selected and edited multiple articles each week to meet deadline
- Oversaw and coordinated staffwriters, editors, and contributors

Copywriting Intern and Associate

JDAnthony (Summer 2006)

- Crafted and edited copy for websites and promotional materials
- Synthesized written and audio notes into a logical format
- Collaborated with team members to develop effective copy
- Conducted online research to create detailed reports, including competitive audits and conference analyses

Marketing Intern (Sept. 2004 – Dec. 2005)

University of North Carolina Press

- Created and edited promotional documents, press kits, review lists, and review releases
- Engaged in research to update databases
- Pitched ideas to local publications

Copy Editor

Proofread and fact-checked articles for faculty and staff magazine and student newspapers

FOCUS Magazine, Carnegie Mellon (Fall 2006)

The Tartan, Carnegie Mellon (Aug. 2006 – Dec. 2007)

Daily Tar Heel, University of North Carolina (Fall 2004)

TECHNICAL EXPERIENCE

Macromedia Dreamweaver

Macromedia Flash 8

Adobe Creative Suite

FileMaker Pro

Microsoft Office (Word, Excel, Access)

EndNote

Macintosh and Windows

RELEVANT COURSEWORK

Communication Design Fundamentals

Online Information Design

Document Design

Marketing, Public Relations, and Corporate Communications

Science Writing

INTERNATIONAL EXPERIENCE

NCSU Study Abroad, Summer 2004, Lille, France

UNC-CH Study Abroad, Summer 2005, Kyoto, Japan

France, summer, 1999, 2002, and 2006

Belgium, England, the Netherlands, summer, 2002 and 2005

Germany, summer, 2005

5 RANDOM SELENA FACTS

- I have a black belt in taekwondo.
- I have a graphic novel cookbook in the planning stages.
- In college, I started a tea club, and I currently run a tea blog.
- I try at least one new recipe each week.
- I am a Soprano I in the Women's Voices Chorus of Chapel Hill.