

Erin Burns

Burnser7@msu.edu | Rochester, Michigan

EDUCATION

Michigan State University, East Lansing, MI
Bachelor of Arts, Professional and Public Writing
Minor, Business

December 2024

EXPERIENCE

Travel Advising Intern

August 2024 – Present

Lutz Travel | Los Angeles (Remote)

- Prepared individual client itineraries using Travefy software, implementing hotel, flight, and excursion bookings while also providing up to date travel information on VIP amenities and researching property details.
- Created monthly newsletters, directing clients to discover new destinations and last-minute booking availabilities by strategically including locations fitted for the current season and using persuasive language to establish the image of luxury vacations.
- Edited itinerary proposals and quotes using adobe acrobat to personalize documents, reflecting the brand image and voice.

Special Events Intern

May 2024 – August 2024

Leader Dogs for the Blind | Rochester, MI

- Independently planned, managed, and executed third party fundraiser by collaborating with venue hosts for event-layout details and reaching out to social media managers for increased marketing promotion and engagement.
- Developed fundraising and outreach suggestions, including compiling and drafting market materials for event campaign kits to partner with local businesses.
- Created third party post-event reports to showcase donation results and analysis as well as reviewed organization led -event reports, presenting metrics to sponsors, vendors, and other in-house employees.

Volunteer

Hurricane Ian Relief Missionary

March 2023

Adventures in Missions | Harlem Heights, FL

- Worked directly in damaged homes to repair floors, declutter owner belongings, & clean excess water residue
- Managed debris-filled areas around Harlem Heights by cleaning and clearing wind-thrown materials

Sales Associate

May 2022 – August 2022

CycleBar | Rochester, MI

- Promoted sales through Clubready Software and social media platforms by direct messaging Instagram users, providing information on class details and benefits.
- Assisted management with training new employees, walking through point-of-sale actions and studio goals.

SKILLS AND ACTIVITIES

- Content Writing & Strategy
- Digital Designs & Multimodal Writing
- Customer Service
- Social Media Outreach
- Problem-Solving
- Web Development