

Christi Wickliffe-Bessinger

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EDUCATION:

May 2001 College of Charleston Charleston, SC
Bachelor of Arts in Communication

WORK EXPERIENCE:

2010 - Present BNC Bank

(Formerly Beach First National Bank) Myrtle Beach, SC
Retail Support Specialist

- Managed all sponsorships and donations for the bank's South Carolina market
- Disseminated information to employees regarding promotions, advertising, employee recognitions, and other events within the bank via emails and monthly newsletters
- Served as the bank's business continuity coordinator for the South Carolina market
- Planned and organized various special events for the bank
- Created and designed all PR program ads
- Managed the distribution of promotional items for the bank's South Carolina market
- Managed scheduling for roving tellers and couriers in the South Carolina market
- Reviewed and approved expense reports for the market's retail employees

2005 - 2010 Beach First National Bank Myrtle Beach, SC
Public Relations Coordinator

- Managed all sponsorships and donations for the bank and its seven locations as well as six mortgage offices
- Designed, produced, and coordinated the annual children's art calendar project in both markets served by the bank
- Disseminated information to employees regarding promotions, advertising, and other events within the bank using email, bulletins, and through updating the banks intranet home page
- Assisted the marketing director in various proof reading assignments such as; annual reports, brochures, disclosure notices, et cetera

- Organized various special events for the bank such as grand openings, annual meetings, employee picnics, cocktail parties, and seminars
- Wrote and distributed press releases to the media
- Created and designed all PR program ads
- Participated in the creative and strategic development of ad campaigns as well as ad placement
- Ordered and managed all stationery, business cards, and promotional items for the bank's seven locations and mortgage offices

2001-2005 Bank of America Myrtle Beach, SC
Teller/Customer Service

- Referred and sold various products and services based on customer needs
- Resolved customer conflicts through listening skills and proactive thinking
- Maintained high level of balancing accuracy

1995 – 1999 Applebee's Bar and Grille
Corporate Trainer

- Performed and trained others in the duties of server, hostess, bartender, and food expediter according to corporate specifications
- Implemented teamwork and positivity among employees while serving as a shift leader
- Provided excellent guest service to all patrons

SPECIAL SKILLS:

- Certified in InDesign CS 1-4
- Proficient in all Adobe programs including Photoshop
- Proficient in various other computer programs such as Word, Excel, and Access

References Available Upon Request