

# Nicole Chance

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## EDUCATION

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### University of Illinois Urbana-Champaign

- Bachelor of Science in Agricultural Communications
- Minor in Animal Sciences

**Graduation: May 2018**  
**Cumulative GPA: 3.36/4.0**

## WORK EXPERIENCE

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### University of Illinois College of ACES

**August 2015-Present**

Marketing and Communication Intern, *Urbana, Illinois*

- Craft written profiles on alumni, students, and class courses for the College of ACES website and magazine
- Manage College of ACES social media channels to deliver current ACES news and events
- Photograph events for marketing and promotional purposes for the College of ACES

### Land O' Lakes

**May 2017-August 2017**

WinField United Corporate Marketing Intern, *Shoreview, Minnesota*

- Strategized how to position and sell the herbicide, insecticide and fungicide (HIF) portfolio
- Utilized Microsoft Excel to analyze customer segmentation data
- Developed a strategy for the HIF portfolio to help drive sales team use of a Salesforce Customer Relationship Management tool

### National Pork Board

**May 2016-August 2016**

Communication Intern, *Des Moines, Iowa*

- Coordinated and managed #RealPigFarming Student Social Forces for Fall 2016
- Planned #RealPigFarming Student Social Forces annual meeting
- Composed editorial stories that were published in the Pork Checkoff Report

### WYXY Classic 99.1

**May 2015-August 2015**

Farm Broadcast Intern, *Champaign, Illinois*

- Broadcasted and analyzed agriculture commodity markets
- Interviewed 4-H members, FFA members, and professionals about agriculture topics
- Utilized Adobe Audition software for broadcast content

### Chance Farms

Farm Laborer, *Lebanon, Indiana*

- Raised on a diversified grain and livestock family farm
- Assist in maintaining and improving nutrition, genetics, and health for pigs on a 25-sow operation
- Perform various physical labors on a 2000-acre grain farm and composting business

## LEADERSHIP

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### Collegiate Livestock Judging Team

**January 2017-Present**

Active Member, *University of Illinois*

- Evaluate live cattle, pigs, sheep and goats at national collegiate livestock judging contests
- Present oral reasons based on placing of live evaluation of livestock

### Hoof and Horn Club

**Fall 2017**

Vice President, *University of Illinois*

- Assist in running meetings in the absence of the president and help plan our annual pig and cattle shows

### 4-H House Cooperative Sorority

**Spring 2016**

Recruitment Chair, *University of Illinois*

- Coordinated interview weekends for potential new members to visit the house comprised of 50 members

### Agricultural Communicators of Tomorrow (ACT)

**Fall 2016-Spring 2017**

President, *University of Illinois*

- Oversaw Illini ACT executive team to ensure tasks were being completed and ran monthly Illini ACT meetings