

# Caleb Hicks

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## OBJECTIVE

To promote agriculture using my organization, leadership and interpersonal relationship skills.

## EDUCATION

**Auburn University ■ Auburn, AL**  
***B.S in Agricultural Communications***

Expected Grad. Date: May 2018  
GPA: 3.35/4.00

## EXPERIENCE

### **College of Agriculture Communications and Marketing ■ Auburn, Alabama**

*Student Worker*

August 2016-present

- Editor of monthly recruitment e-newsletter, *War Eagle Words*
- Gather information and take photographs for social media, publications and the web
- Manage social media, including Facebook, Twitter, Snapchat and Instagram, which reach nearly 10,000 people
- Manage staff photography assignments for events

### **Alabama Farmers Federation ■ Montgomery, Alabama**

*Intern, Alabama Fruit & Vegetable Growers Association*

May 2017-August 2017

- Managed and grew social media more than 30 percent, including Facebook and Twitter
- Created a marketing campaign with infographics focused on fruit and vegetables
- Created and edited video for social media news production
- Coordinated the Alfa Farmers Market Day, available to more than 1,000 employees
- Managed the AFVGA website providing editorial material and updates
- Represented AFVGA at the Alabama Farm Expo, which reached over 1,000 attendees

*Intern, Alabama Soybean and Wheat & Feed Grains Divisions*

May 2016-Aug. 2016

- Created long-term promotion plans, including development of possible scholarships and distribution of promotional materials
- Gathered checkoff activities and distribution report presented to commodity producers in all 67 Alabama counties, including photos, editorial copy and supporting content
- Wrote articles and photographed subjects for *Neighbors* magazine, reaching 356,000 members
- Edited photos for web and editorial use through the Adobe Creative Suite
- Managed social media, including Facebook, Twitter and Flickr for commodity divisions and Alabama Farmers Federation

### **Fleming Outdoors, LLC ■ Ramer, Alabama**

*Video Production Manager and Sales Representative*

July 2014-Dec. 2015

- Managed social media, including Facebook, YouTube and Twitter
- Managed video productions of merchandise displayed on YouTube
- Assisted customers with web orders and technical issues
- Edited website content

## ACTIVITIES AND HONORS

- College of Agriculture Ambassador April 2016-present
- Agriculture Council Vice President May 2017-present
  - Coordinate and manage outreach events, reaching more than 1,000 students
- Agricultural Communicators of Tomorrow Vice President May 2016-May 2017
- Young Farmers of Auburn University Secretary May 2016-May 2017
- Troy University *Tropolitan* Assistant Photo Editor Aug. 2014-May 2017