
PAYTON LANZAFAME'S PORFOLIO



PAYTON LANZAFAME

Planzafame55@gmail.com | 314-330-0837

A positive, hardworking individual, who always strives to achieve the highest standard at any given task. Possess excellent communication skills and enjoys taking on challenging tasks. Thrives on learning new things, overcoming challenges and has a genuine interest in all communication and public relations fields.

EDUCATION

Bachelor of Science in Communications; Public Relations Concentration

May 2019

Minor- Management Information Systems

William Woods University, Fulton, Missouri

Overall GPA 3.78

President's List recipient for three semesters; Dean's List recipient for five semesters

PROFESSIONAL EXPERIENCE

William Woods University ~ *Marketing/Communications Intern* ~ Fulton, MO

Aug. 2017- Dec. 2017

- ◆ Created and authored content for various company internet domains.
- ◆ Maximized and boosted profit through revamped marketing techniques on written pieces.
- ◆ Marketed and promoted advertisements on internet domains.

William Woods University ~ *Marketing/Communications Intern* ~ Fulton, MO

Aug. 2017- Dec. 2017

- ◆ Organized, created, and customized emails every week.
- ◆ Created and initialized my own Instagram campaign for the University.
- ◆ Explored and successfully operated various programs such as Microsoft Word, Excel, and Outlook.
- ◆ Authored and published press releases and feature story articles

LEADERSHIP EXPERIENCE

President's Twenty, Fulton, Missouri

April 2016-2018

Member and Auction Chair

- ◆ Collegiate honorary service society. Act as liaisons between the university president, and the student body.

Chi Omega, Fulton, Missouri

Marketing coordinator

Jan. 2016-Jan. 2018

- ◆ Regulated Chi Omega's Instagram, Facebook, and Tumblr page.
- ◆ Marketed Chi Omega to members, alumni, parents, prospective students, and other Greek

Philanthropy Chair

Jan. 2016 - Dec. 2016

- ◆ Led members of Chi Omega at events to ensure useful participation and qualities.
- ◆ Planned events to prepare for numerous philanthropy weeks.

Golf Manager, Fulton, Missouri

March 2016- Dec. 2018

Manager

- ◆ Calculated golf scores for players, coaches and other managers
- ◆ Logged multiple scores and statistics onto score boards for players, coaches, and parents etc.

WORK SAMPLE NUMBER ONE DESCRIPTION

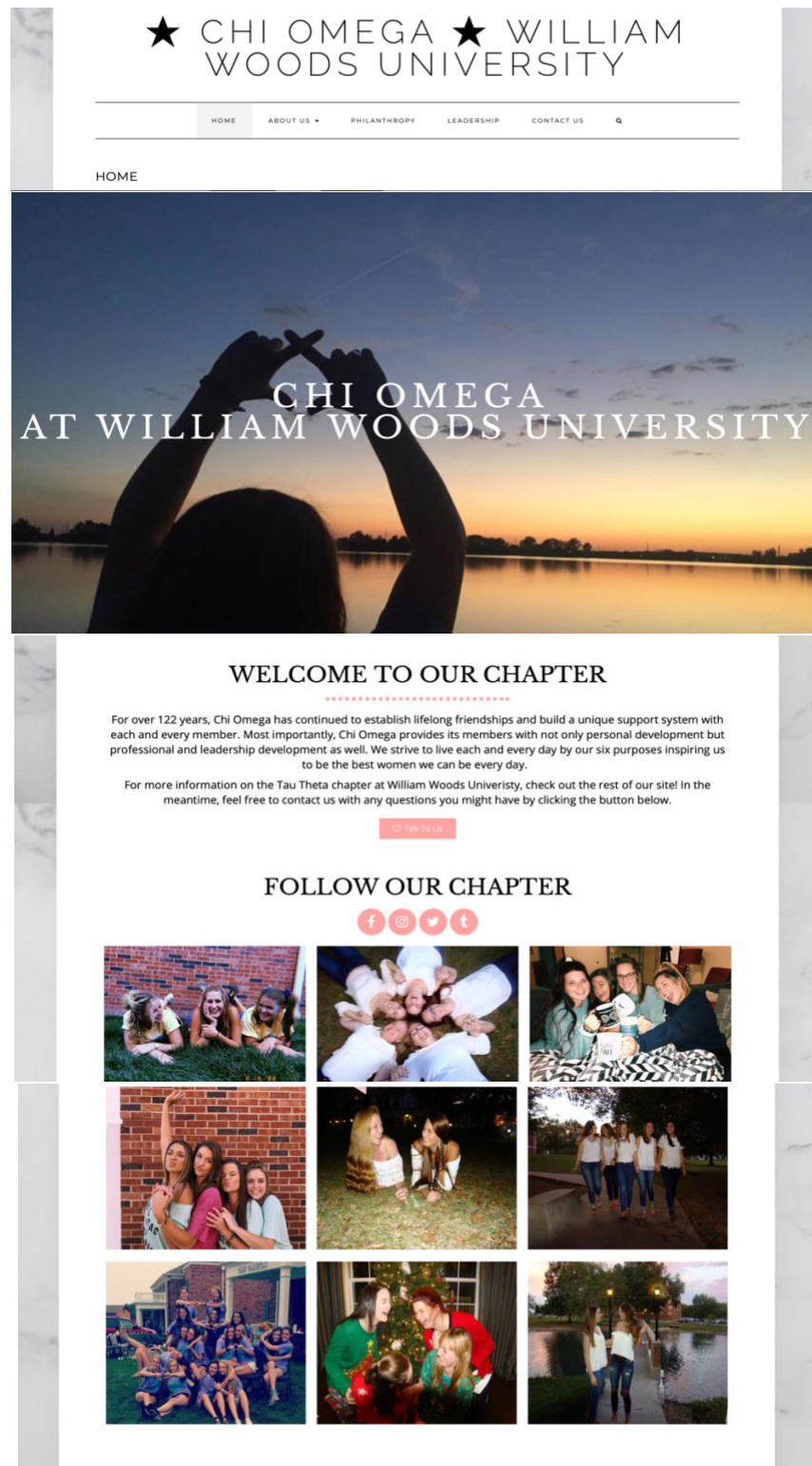
Title: Website Development Project

Description: As part of my Management Information System minor, we were required to take a website development course. For this course, we had the opportunity of gaining knowledge on how to create a successful website using SEO techniques, the basics of HTML, CSS, website portals, content management systems, web hosting and domain name construction. I was able to learn the ins and outs of the WordPress program.

The final project was the creation of our own website. I chose to create a website for my sorority, Chi Omega. Our website was required to have at least five full completed pages, along with at least 10 photographs, and 150-word minimum piece of writing on two or more pages. The final exam project was worth 300 points and I received all 300 possible points. On the next page, you will find screenshots of the website's home page I created, and also the link to the actual site below.

Link: <http://wwuchiomega.com>

WORK SAMPLE NUMBER ONE



WORK SAMPLE NUMBER TWO DESCRIPTION

Title: Career-A-Palooza Feature Story

Description: During my internship with William Woods University, I worked under the director of Content and Publicity as a Marketing and Communications Intern. As part of my responsibilities, I wrote feature stories about events on campus, transcribed numerous interviews, gained knowledge on different programs utilizing mass emails, and even created my own Instagram campaign for the university.

This chosen sample of work is an article I wrote about the Career-A-Palooza events that took place on campus. Career-A-Palooza is a week-long series of LEAD, the leading, educating, achieving and developing program provided by William Woods, events that take place to help students further their knowledge on subjects that involve life after college. Speakers based their topics off of matters like career technologies such as Purple Briefcase, rental and lease agreements and even professional etiquette. In my feature story, I highlighted some of the main topics throughout the week. Below you will find the link the article via web, and a copy of my article on the next page.

Link: <https://news.williamwoods.edu/index.php/its-career-a-palooza-at-william-woods/>

WORK SAMPLE NUMBER TWO

It's Career-A-Palooza at William Woods

- BY PAYTON LANZAFAME
- POSTED ON OCTOBER 30, 2017

Life after college can be a little scary. Maybe you know what you want to do, or maybe you have no idea. William Woods University offers plenty of opportunities to help. Throughout the week of October 30, the Office of Career Services and the Student Alumni Council (SAC) seniors hosted a series of LEAD events called “Career-A-Palooza”.

Themed after the Game of Life, this week was organized to help students prepare for life after college, including landing internships/jobs, networking, paying bills, and more.

Career-A-Palooza started in 2011 as a collaboration between Career Services and SAC seniors. Instead of presenting career-related events throughout the year, the groups decided to condense their efforts and host an in-depth series of events during one week in the fall.

“I want students to receive useful knowledge and information during this week, which will help them prepare for their career journey and life after The Woods,” said Amy Dittmer, ’97, MBA ’11, director of career services and student transition.

This week is full of valuable tips and information on how to become successful in the next stage of your life.

How to Work Hard

Alum Kevin Wingenbach kicked off the week. The St. Louis native graduated from WWU in 2006, majoring in Business Administration with a marketing concentration. During his opening keynote, Wingenbach described his experiences from being a student to becoming a professional. He recalled lessons from getting fired at a previous job to his current success as a State Farm Insurance agent manager.

Wingenbach emphasized that being successful in life doesn't always come easily. Throughout his professional life, he learned valued lessons about how to work hard and not waste anybody's time

“During this event, I took away two things from his presentation,” shared Jaclyn Zilch ’18, a Business Administration major from St. Charles, Mo. “I learned to start saving my money now, and that in order to get anywhere in life, you have to work hard.”

Purple Briefcase

Throughout the week, students also learned about valuable tools to help them have a successful life and career. This year, William Woods started offering students, faculty, staff, and alumni access to Purple Briefcase, a career technology that matches people with jobs through university connections.

Smelly FISH

Dittmer also introduced students to the FISH philosophy, a way to make the best out of life—even in not so pleasant circumstances. Four key concepts that students became familiar with involved: be there, play, make their day, and choose your attitude. This event encouraged students to get up and interact, while sharing experiences they’ve learned by using these techniques.

“As a senior ready to graduate, the FISH philosophy helped me realize that balancing the four categories can become a crucial factor within the business world,” said Jack Mueller ’18, a Business Administration major from St. James, Mo. “It also gave me beneficial advice on how to always make sure that I’m putting my best face forward. It was all valuable information that I will continuously use throughout my future career in the business and banking industry.”

Rental and Lease Agreements

Even William Woods professors volunteered to help make this week successful. Cynthia Kramer, professor of Legal Studies, broke down rental and lease agreements for students — a beneficial presentation on what exactly you are signing on these forms.

“It is important for students to understand the serious consequences that can result from signing a lease,” said Professor Kramer. “Defaulting on a lease or being evicted can be reported on a student’s credit report and can cause students to have trouble renting again or having to pay a higher deposit. It can also result in being sued and going to court.”

Professional Etiquette

One other helpful event presented this week was exclusively for the senior class. They attended an etiquette dinner presented by Travis Tucker of bleu Events, a local catering company. It was designed to help teach students about good manners while eating

Lessons Learned in the Game of Life

To conclude the week, Shellee Spring '88, senior vice president at Cerner Corporation in Kansas City, shared her career journey and how she got to be a top executive within one of the country's premier health care technology companies. She focused on how to work hard, believe in yourself, and be accountable.

"I never thought going into the presentation that I would be so impacted," remembers Jorden Barnhart '20, a Business Administration major from Jefferson City, Mo. "Ms. Spring motivated me to take risks in life and do everything with a purpose. Seeing how successful she has become gave me inspiration to work hard at everything I do and become the most successful version of myself that I can be."

Career-A-Palooza is a great way for students to learn and become successful for life after The Woods. All of the events are designed to help prepare students for different stages of their career and/or life after college.

"Students should know that they are not alone, and that Career Services is here to help and advise them every step of the way," said Dittmer. "They should always be networking, selling themselves, and looking for opportunities."

WORK SAMPLE NUMBER THREE DESCRIPTION

Title: Chi Omega's Instagram Coordinator

Description: For a little over two years, I was responsible for the social media management of my sorority, Chi Omega. I was responsible for creating engaging posts, scheduling photoshoots, and increasing activity among the social media platforms for not only members, but potential new members, alumni and parents.

This was a huge part of our chapter. Without social media platforms, we would be unable to get the word and our chapter out to the public. Below you will see a few pictures of the posts I created and the engagement along with them.

Link: <https://www.instagram.com/wwuchiomega/>

WORK SAMPLE NUMBER THREE



wwuchiomega • Following
William Woods University

...



wwuchiomega During this stressful time of finals, we are so glad we always have our sisters to look to for help ❤️
#sistersonpurpose #chiomega

90w



cronin_hannah I love my sisters! ❤️❤️❤️



90w 1 like Reply



Liked by mollyjohnsonnn and 90 others

DECEMBER 4, 2017

Add a comment...

Post



wwuchiomega • Following
William Woods University

...



wwuchiomega reminiscing back to the days when we had warm weather and no finals. study hard sistas!!

39w



Liked by mollyjohnsonnn and 108 others

NOVEMBER 28, 2018

Add a comment...

Post



wwuchiomega • Following William Woods University

wwuchiomega rainy day blues aren't a thing when you have sisters like these! 🌧️ #sistersonpurpose #chiomega #loveyoulikeXΩ

98w

megroglol Omg this is so cute!!!!

98w 3 likes Reply

csrfelicia 🥰❤️💛

Liked by mollyjohnsonnn and 122 others

OCTOBER 10, 2017



wwuchiomega • Following Chi Omega at William Woods University

wwuchiomega chi omega is the best... and that's the tea sis

44w

abigailleberger I love fall & tea... 🍵

44w 2 likes Reply

anderson514 Don't spill all the tea

Liked by mollyjohnsonnn and 136 others

OCTOBER 18, 2018

REFERENCES

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LETTER OF RECOMMENDATION

William Woods University

Dr. Linda Davis | linda.davis@williamwoods.edu

To Whom It May Concern:

It is with great pleasure I write this letter of recommendation for Payton Lanza fame. Although Payton was not an MIS major, she quickly rose to the top of all my students in classes involving the Management Information Systems minor. She was extremely talented, easy to work with and had a calm, easygoing personality. A professor's dream!

Payton is one of those students we will remember long after she is gone. She worked beyond expectations in each class. This semester I had her in Website Development. She completed an amazing website and once again, went beyond what was expected. During the semester, she became ill, but amazingly never missed class.

Payton has that winning personality. Her keen sense of humor and ability to relate to all students, quickly gained her the attention she deserved. Faculty soon recognized Payton as a top student in our department.

Being selected by the President of the University as a liaison between the students and the President is an honor. Payton was one of the select few to represent the student body as President's Twenty. She is actively involved in Greek life and keeps extremely busy with our LEAD (Leading, Educating, Achieving, Developing). The LEAD program is an annual tuition award granted to undergraduate students who commit to campus and community involvement.

Please consider giving Payton an opportunity to serve your business. She will show up with a smile and work hard. If you have any additional questions, please don't hesitate to contact me at my office (573) 592-4382 or my cell (573) 220-1463.

Sincerely,
Dr. Linda Davis