

W. CADE BETHEA

Little Rock, AR

www.southernandthankful.com • [@wcadebethea](https://twitter.com/wcadebethea)

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EDUCATION

2014-2018

Texas Christian University: Fort Worth, TX | GPA: 3.3
Bob Schieffer College of Communication – Bachelor of Science
Major: Strategic Communications
Minors: Film/TV/Digital Media and Communication Studies

EXPERIENCE

JUN 2014–Present

Southern and Thankful: Stuttgart, AR
Founder/Blogger/Designer

- Created, copyrighted and trademarked lifestyle brand Southern and Thankful
- Generate thousands of views/likes/comments on various channels including Southern and Thankful Website, Blog, Facebook, Twitter, and Instagram
- Designed and sold over 1,000 t-shirts in four different retail locations since June 2015
- Collaborate and cross-promote Southern and Thankful with bloggers world-wide

AUG 2017–Present

The Sculp Agency : Little Rock, AR
Model/ Influencer /Actor

- Act in commercial, promo, corporate, tv and film projects
- Appear in different types of media to promote a product or service
- Promote brands as an ambassador for Vineyard Vines, Manscaped, Quip, etc.

AUG 2018–Present

Campbell Ward: Little Rock, AR
Public Relations Consultant

- Draft press releases for various media platforms that is effective for clients concerns
- Create online content, creative posts for Snapchat, Instagram, and Facebook

MAY 2018–AUG 2018

Arkansas Rice Council: Little Rock, AR
Arkansas Rice Reps Program Coordinator

- Developed the scholarship and agricultural leadership opportunity for high school juniors
- Plan events, organize contests, and oversee 50+ students in learning about our state's crop

INVOLVEMENT

NOV 2018–Present

Saturation- The Podcast
Creator and Host

- Record and produce weekly entertainment podcast with over 500 weekly listeners
- Research / study current events in pop culture to use for conversation content
- Promote via Apple Music, Spotify, as well as various social media platforms
- Developing Swiftie School, Cardi B Catch Up, Song of the Week, and more fan favorites

AUG 2014–MAY 2018

Beta Theta Pi Fraternity

Vice President of Communications, November 2016–November 2017

- Ran fraternal communication internally and externally

Vice President of External Programming, November 2015–November 2016

- Oversaw all fraternal action regarding philanthropy, service, and parent relations
 - Planned and facilitated events with Cook Children's Medical Center, raising over \$20,000
- Community Service Chair, November 2014–November 2015*

Other

Wooden Leadership Institute

TCU Dean's List

Keystone Leadership Conference

National Rice Month Scholarship

Online Portfolio: <https://www.southernandthankful.com/portfolio.html>