

# W. CADE BETHEA

2020 Hemme Rd. ▪ Stuttgart, AR 72160  
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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/Fort Worth, TX  
*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 600 t-shirts in four different retail locations since June 2015
- Collaborate and cross-promote Southern and Thankful with bloggers world-wide

**AUG 2017–Present** **ZYN22 FTW Brand Influencer:** Fort Worth, TX  
*Brand Ambassador*

- Post on Instagram, SnapChat, and Facebook 4 times a month
- Write blogs, model products, and promote campaigns as a rider

**MAY 2018–AUG 2018** **Campbell Ward:** Little Rock, AR  
*Public Relations Intern*

- Assist with public relations and public affairs cases
- Draft releases for various media platforms that is effective for clients concerns

**AUG 2018–Present** **Campbell Ward:** Little Rock, AR  
*Public Relations Consultant*

- Responsible for website design projects, monitoring and posting on blogs and social networks
- Created online content, creative posts for Snapchat, Instagram, and Facebook

## INVOLVEMENT

**AUG 2014–MAY 2018** **Beta Theta Pi Fraternity**

*Vice President of Communications, November 2016–November 2017*

- Oversee and facilitate all 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 promoted events with Cook Children's Medical Center, raising over \$20,000

*Community Service Chair, November 2014–November 2015*

- Created and encouraged community service opportunities for fraternity

**OCT 2014–MAY 2018** **TCU Student Foundation**

*Director of Morale: November 2016–November 2017*

- Promote a collaborative environment amongst Student Foundation members
- Plan events for new and current Student Foundation members

*Chancellors Host, January 2017- May 2018*

- Work and create a hospitable environment at events hosted by the Chancellor of TCU.

**Other** *Wooden Leadership Institute* *TCU Dean's List*  
*Keystone Leadership Conference* *National Rice Month Scholarship*

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