

Campbell Snavely

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EDUCATION

Southern Methodist University, Cox School of Business

Dallas, TX

Bachelor of Business Administration, Marketing

May 2025

Cumulative GPA: 3.71/4.00

- University Honors Program
- **Distinguished Scholar Scholarship** (merit-based scholarship)
- Richter International Fellow
- Honor Roll Fall 2021

WORK EXPERIENCE

ATx Random Productions

Austin, TX

Assistant/Intern

Nov 2018 - Present

- Organize travel within the United States and internationally
- Aid owner with personal social media
- On-set production assistant
- Manage live theatre/concert ticket acquisition for clientele

City of Lakeway

Lakeway, TX

Lifeguard

May 2022 - Present

- Work with nine to eleven other guards on shift to maintain a collaborative work environment
- Vigilantly scan the water to stay alert for any emergency situations
- Enforce the rules in order to maintain a consistently safe environment for all

SXSW

Dallas, TX

Panel Picker

August 2022 - September 2022

- Rated and reviewed an assortment of 100 panels, presentations and meet-ups under the "Advertising and Brand Experience" category for SXSW 2023.

LEADERSHIP AND ACTIVITIES

SMU Program Council

Dallas, TX

Programming Committee

Sep 2021 – Jan 2022

Communications Committee

Feb 2022 - Present

- Brainstorm innovative programming ideas that will enhance the individual experiences of students, faculty, and the entire university community.
- Maintain a hospitable environment during events by greeting students and gathering their feedback, making sure everyone is checked in for attendance accuracy
- Aid digital communications chair with Instagram captions and story posts
- Assist the photographer in sifting through images taken at events to narrow down the pool for social media posts

Mustang Heroes

Dallas, TX

Texas Paw Prints/Dallas Hope Charities

Sep 2021 – May 2022

- Serving as a community volunteer with fellow students with the goal of making both SMU and Dallas a better place to grow, live and learn.
- Partnered with the Texas Pawprints non-profit to help match over 20 kittens with new owners in the Dallas-Fort Worth area.
- Partner with Dallas Hope Charities non-profit to cook, package, and distribute meals to the homeless population in the Dallas area

ADDITIONAL INFORMATION

Computer Skills: Canva, Web design, Social Media, Microsoft Excel Expert Certification

Languages: Spanish (basic)

Additional Activities: SMU UKIRK, SMU FEM