

# *Annise Montplaisir*

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## **KEY ATTRIBUTES**

- Talented writer and communicator
- Refined public speaking abilities
- Fluent in Spanish
- Highly innovative
- Strong academics
- Hands-on racetrack and sales horsemanship experience

## **EDUCATION**

### **North Dakota State University, Fargo, North Dakota – 2013 - 2017**

- Bachelor of Science: Management Communication, International Studies
- Minor: Spanish
- Summa Cum Laude | GPA: 3.949/4.0

### **Universidad Adolfo Ibáñez, Viña del Mar, Chile – February - June 2016**

- Study abroad – Coursework in Spanish, leadership and international business

## **WORK EXPERIENCE**

### **Keeneland, Communications Department Intern – August 2017 - Present**

- Use advanced communication skills to interview horsemen during sales and race meets
- Compose and proofread press releases, media advisories and content for website and social media
- Acquire international industry knowledge while enhancing communication team with fresh perspective

### **Fasig-Tipton, Sales Intern – May - August 2017**

- Conducted market and pedigree research for company database and sales
- Coordinated with sponsors and guests while planning special Saratoga Sale events
- Implemented new design techniques while creating sponsorship proposals

### ***The Saratoga Special* and *thisishorseracing.com*, Staff Writer – July - August 2016, 2015**

- Met deadlines while contributing race previews, recaps, features, columns and photography
- Exposed to international Thoroughbred industry at Saratoga Race Course
- Demonstrated ability to work long hours while covering morning training, races and sales

### **Chilean Breeders' Cup Challenge Race, Freelance Journalist – May 2016**

- Navigated diverse environment while covering the Clásico Club Hípico de Santiago in Chile
- Initiated and scheduled interview with South American Breeders' Cup representative
- Utilized Spanish conversation and writing skills while organizing media credentials

### **Minnesota Quarter Horse Racing Association, Summer Intern – June - August 2015**

- Engaged event attendees at youth horse camp, scholarship competition and awards banquet
- Developed creative stories for monthly newsletter and website
- Managed WordPress website and distributed e-newsletter via MailChimp

### **American Quarter Horse Association, Digital and Publications Intern – January - May 2015**

- Managed American Quarter Horse Youth Association social media
- Authored and compiled articles and content for AQHA blog, publications and newsletters
- Provided special event coverage of AQHA Racing Champions Announcements

### **North Dakota Horse Park, Director of Communications – February - August 2014**

- Represented racetrack while coordinating local media coverage
- Guided track tours and emceed Media Day
- Assisted in variety of roles including sponsorship recruitment and taking race entries
- Recognized as self-starter for spearheading “Youth Day at the Races” scholarship competition

## **SHORT-TERM THOROUGHBRED INDUSTRY EXPERIENCES**

**Freelance Writer** – 2013 - 2018

**Sale Groom, Taylor Made Sales, Keeneland January Horses of All Ages Sale** – January 2016

**Journalism Intern, Canterbury Park** – August 2014

**Exercise Rider, North Dakota Horse Park & Canterbury Park** – July - August 2014

**Official Clocker, North Dakota Horse Park** – July - August 2014

**Racing Officials Accreditation Program (ROAP) Certificate Course** – May 2014

**AQHYA National Racing Experience Winner, Los Alamitos Race Course** – November 2013

**Media Relations Intern, North Dakota Horse Park** – July 2013

**Pony Rider, North Dakota Horse Park** – July 2012

## **TEAMWORK & LEADERSHIP**

**Thoroughbred Women's Network Innovator** – July 2017 - Present

- Worked with industry professionals to develop and launch organization concept
- Planned and presented at female focus group luncheon in Saratoga Springs, New York
- Actively generating program ideas and blog content

**NDSU Innovation Challenge Competitor** – October 2016 - April 2017

- Worked with partner to develop, market and showcase entrepreneurial innovation
- Pitched innovation to judges and successful entrepreneurs in competition and business settings
- Accepted constructive criticism from professional entrepreneur “boot camp” sessions

**NDSU Hunt Seat Equestrian Team** – 2013 - 2017

- Followed coach and captain instruction during team lessons, shows and events
- Developed practical horsemanship skills while riding horses with varying levels of experience

**4-H Horse Knowledge Bowl and Hippology Coach** – 2012 - 2015

- Coached two teams of middle school youth
- Organized study materials, scheduled practices and guided teams at competitions

## **RELEVANT COURSEWORK**

**Small Group Communication** – Spring 2017

- Collaborated with group members to consult charitable organization and target needs
- Applied management skills to overcome time and resource constraints
- Took initiative by committing to highly active group role

**Organizational Communication II** – Spring 2017

- Studied crucial conversations and organization management techniques
- Honed work productivity and time management skills

**Conflict Communication** – Fall 2016

- Engaged in case study negotiation with partners to practice conflict resolution
- Learned how to move from differentiation to integration during conflict management

**Conducting Business in Latin America** – Spring 2016

- Researched and presented international business projects with diverse student group
- Overcame language barriers to complete multiple group presentations

**Strategic Leadership** – Spring 2016

- Built leadership skills through unique hands-on curriculum
- Used alternative learning material to strengthen team building and leadership