

PROFESSIONAL SUMMARY

A PRSA member and current intern at Edelman. Recipient of the Outstanding Senior in Public Relations Award. Agency and non-profit experience, with proven skills in:

Consumer and B2B client projects
CisionPoint, Factiva, Radian 6

AP Style, Pinterest, Twitter and Facebook
Microsoft Office, including Excel

PUBLIC RELATIONS EXPERIENCE

Consumer Marketing Intern, Edelman, Chicago, IL November 2012 – Current

- Prepared event logistics for Hilton HHonors team and NBC Universal's Golden Globes Red Carpet After Party
- Compiled media bios and event logistics for spokesperson Internet Media Tour and Radio Media Tour
- Leading the transition from Excel coverage tracking to an online tracker tracking over 2 MM impressions
- Secured online and blog placements including The Points Guy and Loyalty Traveler
- Contributed to promotion's social media content, pitch and press release creations
- Produced daily and weekly client ready reports for competitor and industry news, event recaps and assisted with end of year report

Consumer Public Relations Intern, Weber Shandwick, Chicago, IL July 2012 – November 2012

- Collaborated with teams in the management of Oscar Mayer Lunchables, Unilever CLEAR, Cabot Woodcare
- Assisted Lunchables "Never Be Bored Again" campaign launch and event logistics with spokesperson, Tori Spelling, tracking over 1MM impressions and created the campaign's highlights reel
- Analyzed online and social media content for client weekly competitor and quarterly reports
- Created local and national media and blogger contact lists for a variety of outreach and pitching including the EBONY and CLEAR Ultra Shea Campus Queen Competition
- Secured print, online and blog placements including Arkansas Democrat-Gazette and WZDX-TV

Public Relations Intern, Fahlgren Mortine, Miamisburg, OH September 2011 – December 2011

- Built editorial calendars, social media content calendars and media results reports
- Researched and created news releases, fact sheets, competitive reports and articles for consumer and B2B clients
- Conducted an interview for news release information placed in local print and online newspapers

Public Relations Intern, Sinclair Community College, Dayton, OH June 2011 – August 2011

- Collected and organized media clips from local and national outlets for quarterly meetings
- Wrote and distributed multiple press releases to various local media outlets
- Collected and evaluated research for new media monitoring software

ADMINISTRATIVE EXPERIENCE

Office of the President Assistant, Sinclair Community College, Dayton, OH January 2012 – June 2012

- Created news releases for the Public Information department
- Developed a team marketing plan and timeline with executives and other interns for a Sinclair partnership event
- Prepared and coordinated Advancement office event logistics, compiled surveys and gathered event data

LEADERSHIP ACTIVITIES

Volunteers Committee Chair, Christmas off Campus – UD Chicago Chapter September 2012 – Current

- Managed over 100 volunteers for sign up and day of event coordination
- Communicated information to volunteers via email and phone
- Collaborated with public relations and other committees for event planning

President, UD Public Relations Student Society of America May 2011 – May 2012

- Established goals, objectives and strategies for the 30 member chapter
- Coordinated with local professionals for presentations and networking opportunities
- Raised \$300 in fundraising and managed a \$1,000 chapter budget

EDUCATION

University of Dayton, Dayton, OH
Bachelor of Arts, May 2012

Major: Communications: PR emphasis
Minor: Sociology

- Maureen M. Pater Award of Distinction to the Outstanding Senior in Public Relations