

Education

Auburn University
Bachelor of Arts in Public Relations
Auburn, AL

Aug. 2007- Dec. 2010

Skills

- MS Office Suite, MS Outlook, Adobe Creative Suite, Digital Photography (SLR), AP Style writing, traditional and social media knowledge, basic HTML, PC and Mac fluent

Experience

Guardian Angels for Soldier's Pets

Washington Communication Coordinator (volunteer)

May 2011-Present

- Represent organization at the state level
- Develop relationships with military and non-military media

Weber Shandwick

Global Technology Practice Intern

March 2011-Present

- Assist in preparation for internal presentations
- Analyze research for new business pitches
- Pitch new products for clients
- Research technology industry for thought leadership articles
- Created agency wide technology team list

Publicis Consultants

Nestlé USA | Public Relations Intern

Jan. 2011-March 2011

- Pitched new products to food editors through pitch emails and phone calls
- Monitored media for mentions of Nestlé products
- Researched blogs and bloggers for partnerships and sponsorships
- Updated and created media lists
- Identified and tracked clippings for client
- Conducted industry and client specific research regularly

Southwest Airlines

Communication Intern

Sept. 2010-Dec. 2010

- Wrote blog posts for external blog, Nuts About Southwest
- Scripted and hosted a video promotion for Hazelnut Coffee Creamer
- Assisted with photo shoots, events and Speakers Bureau management
- Drafted letter from CEO for Diversity Summit
- Wrote press releases and media alerts for multiple announcements and events
- Wrote articles for internal magazine, *LUVLines*

The Plainsman

News Editor, Assistant Intrigue & Assistant News Editor

May-August 2008

- Developed story ideas
- Interviewed sources
- Wrote and edited articles
- Designed and paginated sections

Tiger Splashers Hostesses

Public Relations/Webmaster

2007-2009

- Created and maintained organization website
- Organized Relay for Life participation
- Publicized recruitment through traditional and social media
- Created timer schedule for Southeastern Conference Swim and Dive meet
- Assisted with interview process

American Cancer Society's Relay for Life

Member and Captain

2005-2010

- Recruited team members
- Organized fundraising efforts
- Coordinated event participation for team