

PROFILE

I am a public relations and marketing student graduating in May 2017 seeking a full-time position in the field of social media and marketing communications, where I can apply my knowledge and skills for continuous improvement.

EXPERIENCE

TEAM MARKETING

CAMPUS RECREATION AND WELLNESS |
MAY 2016 - PRESENT

- Participated and created content for the social media accounts
- Contributed to marketing objectives and strategic planning for social media posting, Be Well digital magazine and marketing events

MARKETING CONSULTANT

THE ODYSSEY | DEC 2015 - MAY 2016

- Communicated advertising objectives as the liaison between the company headquarters and local clients
- Encouraged clients to renew advertising contracts
- Created initial designs for clients desired advertisements

DIGITAL MEDIA INTERN

AUBURN ATHLETICS | MAY 2015 - MAY 2016

- Updated and live posted from Auburn Athletics social media handles
- Experience in Adobe Photoshop, Twitter, Facebook, Snapchat, Pinterest, Instagram, Vine
- Assisted in planning social media strategy
- Evaluated user engagement and analyzed media

MARKETING INTERN

HANSZEN LAPORTE, LLP | MAY 2014 - AUG 2014

- Created mailing lists and enacted an email marketing campaign
- Worked with promotional items for the company

EDUCATION

BACHELOR OF ARTS, MAJOR IN PUBLIC RELATIONS

AUBURN UNIVERSITY | 2013 - 2017
GPA: 3.0

SKILLS

- Public relations
- Adobe Dreamweaver
- Adobe Indesign
- Adobe Photoshop
- Social media strategy
- Marketing
- AP style
- Corporate blogging
- Project management
- Layout design
- Basic photo editing
- Market research
- Basic HTML5 and CSS3
- Copywriting

Lizzy
Hallmark

PUBLIC RELATIONS
AND MARKETING
STUDENT

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