

PR SPARTAN

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EDUCATION

Michigan State University | East Lansing, MI
Bachelor of Arts, Public Relations

May 2024
GPA: 3.4/4.0

EXPERIENCE

Piper & Gold Public Relations | East Lansing, MI
Student Strategist

Aug 2022 - Present

- Monitored multiple news outlets for client coverage and organized news clips in online program
- Developed press releases for upcoming client events and pitched to local clients
- Managed media for "Lansing Health Week" including developing and pitching a press release, coordinating media and arranging follow-up interviews with six local media outlets
- Scheduled all online social content using online platforms like Hootsuite and Sprout Social
- Tracked engagement with content to provide client campaign updates and adjustments as necessary

42point7 Integrated Marketing Communications | East Lansing, MI

Jan 2021 – May 2022

Account Associate

- Worked on the digital team to brainstorm and produce social content for four clients
- Created content for upcoming client event, resulting in a 20% increase Twitter followers and 5% increase in Facebook likes over three months
- Created pitch deck to solicit new business; resulting in 2 new clients during spring semester
- Wrote press release and organized morning show guest spots resulting in increased service utilization

Kellogg Hotel and Conference Center | East Lansing, MI

Aug 2020 – Dec 2020

Event Planning Intern

- Provided event planning, coordination, and on-site support for four large hotel conferences
- Interacted with guests through phone calls and face-to-face meetings to determine conference requirements and logistics
- Improved communication efficiency by introducing the software program Slack
- Utilized web-based software Boomset to expand conference registration and attendee check in

ACTIVITIES

PR Council, Agency Ready Certification Course

August 2023

Michigan State University PRSSA, Member

August 2020-Present

NCAA Division I Student Athlete, Soccer

August 2020-September 2022

SKILLS

Adobe InDesign, Adobe Photoshop, Canva, Google Analytics, HootSuite, Slack, Sprout Social, Boomset

