**PR SPARTAN**

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EDUCATION

**Michigan State University** | East Lansing, MI May 2024

Bachelor of Arts, Public Relations GPA: 3.4/4.0

EXPERIENCE

**Piper & Gold Public Relations** | East Lansing, MI  Aug 2022 - Present

Student Strategist

* 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