

## Education and Scholarships

**Berry College**, Mount Berry, GA, 2008 to 2012  
Bachelor of Arts, Communication  
Public Relations Concentration, Psychology Minor

**Bonner Community Service Scholarship**  
2,000+ hours served during 4 year college term  
AmeriCorps 900-hour term graduate

## Qualifications

- Excellent written and verbal communication
- Editorial proficiency
- Passion for public speaking, rhetoric
- In-depth knowledge of media landscape, best practices
- Public Relations campaign curation and management
- Familiarity with visual design, social media and HTML

## Professional Experience

### PR Newswire – Albuquerque, New Mexico

*Business Development*- July 2013 to June 2015

- Individualized company services to address client-specific communication objectives
- Consulted clients on journalism and public relations industry best practices
- Consistently exceeded monthly revenue metrics
- Awarded “President’s Club” for top global company performance, 2015

*Content Specialist (Editor)*- November 2012 to July 2013

- Staged, edited, themed and routed press releases for distribution to journalists, websites and trade publications
- Provided outstanding customer service, solving clients’ needs efficiently and accurately
- Prioritized tasks based on workflow in a fast-paced, high pressure environment
- Customized PR Newswire’s products to meet a wide range of client-specific goals and budgets

### Sayer and Son Farm, LLC – Brownsville, Oregon

*Event Coordinator / Web Administrator*- January 2012 to January 2013

- Organized camping for 3,000 guests during a weekend music festival
- Created and maintained website for individuals to register and pay for campsites
- Communicated as liaison between owners, guests and officials to ensure a pleasant, safe event

### American Red Cross – Albuquerque, New Mexico and Rome, Georgia

*Disaster Action Team Captain*- August 2009 to May 2015

- Responded to disasters in central New Mexico, coordinated volunteers for response
- Provided psychological, emotional and financial assistance to victims of disaster
- Advocated for clients, communicating with members of the media, fire chiefs and police dispatch

*Site Supervisor*- January 2011 to May 2012

- Managed 15+ active Red Cross volunteers
- Experience with logistics, coordinating 3,500 meals twice daily during a national disaster
- Processed individual volunteer inquiries, applications, background checks and training courses
- Responded to disasters, assisted clients with recovery and ensured adequate training for disaster volunteers
- Collaborated with the Executive Director, Volunteer Director and Director of Disaster Services

*Public Relations Campaign Manager*- August 2009 to May 2012

- Created Rome, Georgia’s first community volunteer fair, partnering with 38 non-profits, 350+ attendees
- Planned and implemented strategies to recruit disaster volunteers within a ten-county area
- Designed promotional materials, wrote news releases and PSA’s, spoke with media and radio talk shows
- Researched volunteer events and coordinated Red Cross presence
- Received “COVA Outstanding Volunteer Award” and the Berry College “Shatto Leadership and Service Award,” 2011

### Berry College *Campus Carrier* – Rome, Georgia

*News Reporter and Entertainment Editor*- January 2010 to December 2010

- Wrote stories for entertainment and news sections, met strict weekly deadlines
- Designed entertainment section of newspaper using InDesign software
- Received 3<sup>rd</sup> place for “Best Objective News Story” from the Georgia College Press Association, 2010
- Received “Best News Story” award from the *Campus Carrier*, 2010

## Freelance Experience

- Planning committee, graphic design, event implementation for Rome/Floyd Spring Into Peace, 2011-2012
- Event implementation, management, design and communication development for “Volunteer Rome” 2011
- Several articles published on *Viking Fusion*, Berry College’s online news source