

# Brooklynn Koon - Smith

Provo, UT

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## EDUCATION

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**Brigham Young University**  
Public Relations Major  
Informational Systems Minor

Apr 2026  
Provo, UT

**Stoneman Douglas High school**

August 2017-June 2021  
Parkland, Florida

## EXPERIENCE

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**BYU PR Intelligence Lab**

January 2025 – Present

*Project Manager*

Provo, UT

- Collaborate with the client and team to develop and maintain a project schedule, ensuring we met key client benchmarks.
- Coordinate communication between the team and students to facilitate data collection efforts.
- Develop and present a final deliverable, showcasing research insights to the client.

**BYU Store Custom Products**

January 2022 – Present

*Student Lead*

Provo, UT

- Communicate and coordinate with clients to design and create products for their events.
- Collaborate with vendors to ensure products are completed on time and within the client's budget.
- Utilizing tools such as adobe illustrator and Microsoft 365

**BYU PR Intelligence Lab Internship– Family Search Project**

September 2024 – December 2024

*Task Manager*

Provo, UT

- Collaborate with the team to develop and maintain a project schedule, ensuring we met key client benchmarks.
- Coordinate communication between the team and students to facilitate data collection efforts.
- Develop and present a final deliverable, showcasing research insights to the client.

**BYU On Campus Internship**

January 2022 – April 2022

Provo, UT

- Work with a company to develop a consistent onboarding process across all departments.
- Serve as a liaison between our team and the company to ensure alignment with the company's goals.

**Rising Tide Car wash**

June 2020 – May 2021

*Senior Supervisor*

Parkland, FL

- Provide interior car cleaning services while overseeing staff, including during high-volume days.
- Manage payroll, training, employee coordination, reconciling finances, damage claims, and membership issues.

## PERSONAL

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- I am an active PRSSA member and proud DECA State Champion. Outside of my professional interests, I love exploring the world through scuba diving and traveling to new destinations.
- Muck Rack Certified, Meltwater Certified, SEM Rush