

Paula E. Jones

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EDUCATION

Vanderbilt University, Nashville, TN

Bachelor of Arts, May 2010

Majors: Communication Studies (**GPA: 3.6/4.0**), Psychology (**GPA: 3.6/4.0**)

Area of Focus: Medicine, Health, and Society

Cumulative GPA: 3.45/4.0

HONORS

Dean's List: Fall 2008, Spring 2009, Fall 2009, Spring 2010

Lambda Pi Eta Communication Studies Honor Society

RELEVANT

Public Speaking • Organizational & Managerial Communication • Rhetoric of Mass Media

COURSEWORK

Communication of Science, Engineering, and Technology • Health Psychology • Health Services Delivery

WORK EXPERIENCE

Peritus Public Relations

Intern

December 2011-May 2012

- o Completed daily maintenance tasks such as monitoring media, updating timesheets, and organizing outreach spreadsheets
- o Participated in media relations by developing media outreach lists, winning earned media by pitching stories and ideas to media outlets, and serving as a representative to the media for clients such as the Coalition for Sugar Reform, O'Charley's, and the African-American Lectionary
- o Met all client deliverables by generating calls and letters to various political figures, and, e.g., securing "Letters to the Editor" and "Op-Eds" from the public
- o Enhanced writing ability by writing press releases, story ideas, and website copy for our clients
- o Developed client presentations by creating media clip books and designing and editing clip videos
- o Coordinated travel and represented clients at several events across the Southeast
- o Supported the company in new business proposals

Ogilvy Public Relations Worldwide Washington, D.C.

Intern—Social Marketing Practice

January 2011-March 2011

- o Performed administrative duties for accounts including *The Heart Truth*® (NHLBI), *We Can!* (NHLBI), the *National Kidney Disease Education Program* (NIDDK), and *Dating Matters* (CDC); these duties included coordinating both internal team meetings and client meetings, maintaining a materials' inventory, preparing monthly invoices/project reports, and proofing various reports, publications, and proposals
- o Conducted research-related tasks such as brainstorming search terms and performing research for a literature review, performing ad hoc research into project-related inquiries, and assisting in the preparation of research deliverables
- o Performed social media communications for projects including updating/monitoring Facebook and Twitter pages and managing a YouTube channel, which included uploading videos after creating caption files, titles, and descriptions
- o Assisted teams in a creative capacity, e.g., brainstorming activities for National Kidney Month and contributing to the development of print advertisements

L&L Consulting, a division of Leftwich and Ludaway, LLC Washington, D.C.

Intern/Project Assistant—MWAA Project

October 2010-December 2010

- o Coordinated and facilitated meetings between L&L consultants and MWAA staff by securing catering, meeting rooms and directions, attendee lists and contact information, etc.
- o Organized and updated project materials, files, and timelines
- o Managed the Catering and Event budgets
- o Designed and wrote survey for work group participants

The Advisory Board Company Washington, D.C.

Marketing Associate

July 2010-October 2010

- o Improved understanding of the current and changing healthcare climate by keeping abreast of research and news
- o Worked with my team to improve our delivery of the Advisory Board's product and the quality of service

- o Organized and strategically planned outreach to new and member organizations by researching the populations they serve, the specific problems they face, and the products and research that would be most beneficial for them
- o Supported the marketing department by being a main point of contact between hospitals and the firm
- o Outreached to healthcare institutions in order to share the Advisory Board's best-practice research and solutions with them

LEADERSHIP/COMMUNITY SERVICE

The Alliance For Children's Rights Los Angeles, CA

Intern

May 2009-August 2009

- o Managed, researched, and organized 70 children's files and worked to prepare them for hearings
- o Developed new questionnaire and new organizational material that created more efficient classification system for cases, as well as expediting the preparation for hearing process
- o Wrote two briefs and presented them in an Administrative Fair Hearing

Vanderbilt University Dance Marathon

- Annual fundraising event benefiting the Monroe Carell, Jr. Vanderbilt Children's Hospital
- Raised \$155,000 in 2007, \$144, 000 in 2008, and \$147,000 in 2009

Dancer Relations Executive Chair

2008-2009

- o Created, organized, and implemented a new Dancer recruitment strategy that increased participation by 50%
- o Interviewed, selected, and directed the 8 members of the Dancer Relations Committee
- o Restructured and streamlined the Dancer Fundraising Programs and the Dancer Check-In Process for the event, which contributed to the \$3,000 increase in total fundraising

Dancer Relations Committee

2007-2008

Special Events Committee

2006-2007

RELEVANT SKILLS: Experienced in using MS Word, MS PowerPoint, MS Outlook, MS Excel, Pages, Keynote, and Numbers; Experienced in using Twitter, Facebook, YouTube, and other social media/networking sites; Experience with Cision; Familiarity with various formatting styles, e.g., APA and MLA

OTHER SKILLS/INTERESTS: Conversational French, Competitive Ultimate Frisbee, Horseback Riding, Piano, Public Speaking