

Education:

West Virginia University, P.I. Reed School of Journalism - Morgantown, WV

Master of Science in Integrated Marketing Communications (Online Graduate Program)- Expected graduation: May 2015

Bachelor of Science in Journalism; Major: Public Relations, Minor: Business Administration - May 2012 *Summa Cum Laude*

- President, WVU Ed on Campus
- Media Relations Specialist, Student Advocates for Invisible Children
- Intern/Student Worker, WVU College of Business & Economics
- Outstanding Senior in Public Relations
- Student Media Relations Specialist, Better Tomorrow PR
- Features Writer, The Daily Athenaeum
- Public Relations Student Society of America
- Kappa Tau Alpha, Journalism National Honor Society
- Tutor, Mountaineer Academic Program
- Communications Intern, WVU Extension Service

Work Related Skills:

- Experience in media and public relations, advertising, print journalism, blogging, crisis communications, leadership, public affairs, event planning, fundraising, branding, promotions, primary/secondary research, property management, staffing, new business development and proposals, customer service, client account coordination, community outreach, project and social media management, presentation and public speaking, sales, budgeting, campaign building, strategic marketing and analysis, graphic design, HTML and website development.
- Excellent oral and written communication skills. Proficient in AP, MLA and creative feature styles of writing; with PC and Mac; in Microsoft Office: Word, PowerPoint, Access, Publisher, Outlook and Excel; in Adobe Creative Suite: Indesign, Photoshop, Illustrator and Dreamweaver; with social media: Twitter, Facebook, Foursquare, Linked-In, YouTube, Google+, Pinterest, Tumblr, WordPress blog and Craigslist; with media outlet research databases: Cision, CisionPoint and Factiva and with leasing, marketing and accounting programs: LAMS, MRI, Market Survey 1.0 and SMS.

Professional History:

Communications and Social Media Specialist, Jan. 2011 - Present, Parkersburg, WV

Dowler's Tractor Sales and Service

- Responsible for developing all media and marketing collateral, including the logo, T-shirts and letterhead
- Utilize Facebook and Twitter to reach out to the community about the products, services and specials; and maintain and update the website.

Assistant General Manager, September 2013 - Present, Kent, OH; **General/Marketing Manager**, Aug. 2012-September 2013; **Leasing Assistant** May 2010-May 2012, Morgantown, WV

American Campus Communities (based in Austin, TX)

- Serve as a representative of American Campus Communities and the face of Sunnyside Commons in Morgantown, WV and University Edge in Kent, OH.
- Supervise all operations of the property including hiring, training, staff development, leasing, marketing, safety, maintenance and resident and student development; conduct weekly walks of the property to ensure all operations are running up to ACC standards.
- Responsible for generating leads and conducting tours to make the final sale and developing the Strategic Marketing Plan for the leasing season.
- Maintain constant communication with the local University and the community to ensure all marketing efforts are met; serve as the Social Media Pro by updating all social media outlets with relative information; serve as the Market Pro by conducting weekly marketing calls to competitors and the University and updating the Market Survey. Attending campus events, such as housing fairs to develop a relationship with West Virginia University.
- Manage the collection of rent and all other fees; approve all purchases and invoices for accounts payable and bookkeeping; develop and execute vendor contracts.

Press Assistant, June-Aug. 2012, Washington, D.C.

United States Senate - Senator John D. Rockefeller IV (D-WV)

- Wrote press releases with timely and relative information about the Senator and events in West Virginia and Congress to secure positive medial; prepared scripts for videos; planned and executed media events; developed and implemented social media strategies and tactics for the Senator.
- Tracked national and local media; analyzed media coverage and developed reports for the Senator; reported directly to media outlets on behalf of the Senator.

Public Affairs Intern, Sept.-Dec. 2011, Washington, D.C.

GolinHarris Public Affairs

- Collaborated with public relations professionals on client accounts such as Kaiser Permanente and McDonalds; reported project progress at weekly team meetings and client conference calls; edited new business request for proposals for AP style and prepared portions of new business presentations.
- Created media lists with story-appropriate media contacts through Cision; wrote press releases and media advisories; tracked and analyzed media coverage through Factiva, CisionPoint and Internet research and managed follow-up media coverage projects.
- Performed strategic secondary research for current clients and prospective new business, including research around the Arab Spring and American University in Cairo students for a research report for potential business, for speaker and award proposals and competitor analyses for Kaiser Permanente and Twitter research on Patient-Centered Outcomes Research Institute Board of Directors.
- Developed government relations knowledge by reporting to client and lobbying meetings showcases on Capitol Hill; wrote thank-you and bill and grant support letters on behalf of clients to Congressmen and women, university presidents and other industry leaders.

Intern, Nov. 2010 - May 2011, Morgantown, WV

WV LIVING Magazine

- Told the unique stories of WV natives, professionals and creative weddings by writing descriptive feature stories and blurbs, plus assisting in office management.

Research Assistant, Aug. 2010-Aug. 2011, Morgantown, WV

Dr. Jensen Moore, West Virginia University

- Created surveys about millennials and advertising avoidance behaviors; analyzed and made conclusions based on the survey results and the Persuasion Knowledge Model; wrote portions of the research paper, titled, Persuasion Knowledge Then and Now: Changes in Millennials' Experience with Media & Attitudes, Attention and Coping Behaviors Regarding Advertisements in Print, Broadcast and Internet Since 2004.
- As the only undergraduate student on a graduate-level team, presented the paper at the Association for Education in Journalism and Mass Communications conference in St. Louis in Aug. 2011. Paper was reviewed and eligible for publishing after minor edits.