Sadie Eckenrod
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Education:

Auburn University | Auburn, AL

Bachelor of Arts, Public Relations | May 2023

GPA: 3.35 / 4.0

Academic Experience:

Capstone Campaign Project | Auburn University

Student | Fall 2022

- Conduct communications audit of client to assess weaknesses and opportunities
- Communicate regularly with client to understand values, identify goals and assess progress
- Develop public relations campaign to enhance value to stakeholders and promote lasting relevance

Public Relations Research Project | Auburn University

Student | Spring 2021

- Constructed Qualtrics survey to gauge target public's perceptions of client
- Interpreted and analyzed results and expressed findings and recommendations in research paper and formal presentation

Relevant Experience:

Alabama Living | Montgomery, AL

Advertising & Marketing Intern | June – August 2022

- Analyzed Reader Profile Study to identify potential target audiences
- Updated media kit with Adobe Illustrator and InDesign to reflect changing readership
- Researched market trends and pitched prospects to director of advertising & marketing

The Auburn Plainsman | Auburn, AL

Copy Editor | January 2022 – Present

- Identify spelling, grammar, punctuation, style and factual errors to ensure clean, concise, style-adherent and accurate copy

Skills & Certifications:

Adobe Creative Suite – Photoshop, InDesign, Illustrator, Dreamweaver

Microsoft Office Suite – Word, Excel, PowerPoint

HTML & CSS for front-end web design

Google Analytics Certification *(in progress)*

Google Analytics Academy

Expected date of completion: November 2022

Growth-Driven Design

HubSpot Academy

Expected date of completion: November 2022

Scientific Computing with Python

Dr. Charles Severance

Expected date of completion: December