

EXPERIENCE

- PadillaCRT** RICHMOND, VIRGINIA June 2014-Present
Assistant Account Executive
- Executes day-to-day public relations tactics for a variety of corporate and consumer clients.
 - Serves as project manager, leading client conversations and internal team meetings.
 - Develops original content for various projects, ranging from blog posts to press releases.
 - Regularly manages multiple social campaigns for several clients, including research, planning, writing, execution and evaluation.
- Virginia Museum of Fine Arts** RICHMOND, VIRGINIA Summer 2013
Communications Intern
- Maintained and wrote copy for museum press releases, blog and social media platforms.
 - Promoted and discussed ongoing and upcoming special exhibitions with local merchants.
- Longwood Lancer Line** LONGWOOD UNIVERSITY Fall 2012
Alumni Donation Solicitor
- Assisted in alumni relationship development, leveraging strong interpersonal skills.
 - Solicited funds for the Longwood Fund and various other funds, raising as much as \$1,000 in one shift.

SKILLS

- Proficient in Social Media (HootSuite, Facebook, Twitter, Instagram); Blog Sites (Word Press, Blogger, Wix, Weebly); Final Cut Pro X; Adobe InDesign; Cision; LexisNexis; Radian6; Microsoft Office Suite; Macintosh iWork Applications (Pages, Numbers, Keynote).
- Proficient in French and significant experience traveling abroad.

EDUCATION

Longwood University, Farmville, VA
BA Communication Studies – Mass Media Concentration 2010-2014
Minor in International Studies
Major GPA: 3.4 Overall GPA: 3.0
Lambda Pi Eta National Communication Association Honor Society
Relevant Courses: Public Speaking, Communication Theory, Media & Society, Media Reporting & Writing, Media Law, Computer Mediated Communication, Persuasion Theory, Fundamentals of Public Relations, Principles of Page & Digital Design

STUDY ABROAD

- AIX-EN-PROVENCE, FRANCE Spring 2013
- Researched and coordinated educational itineraries in various countries.
 - Lived with a French host mother, expanded French language skills.
 - Demonstrated and cultivated strong ability to acclimate and navigate new environments.

INVOLVEMENT

- Delta Zeta Sorority** LONGWOOD UNIVERSITY Fall 2013
Nominating Committee Member at Large
- Interviewed potential executive board members for the coming term.
 - Conducted the election process.
- Turtle Tug Chair Fall 2012
- Directed fundraising, public relations and advertising committees for event.
 - Raised \$1,000 for the Painted Turtle Camp & The Longwood Center for Communication, Literacy & Learning.
- Relay For Life Chair/Team Captain Spring 2012
- Led fundraising and support; designed, coordinated, and negotiated order and pre-sale of t-shirts.
 - Collaborated with team members and raised over \$3,000 for American Cancer Society.
- Big Sibling Program** LONGWOOD UNIVERSITY Fall 2011-Spring 2012
Big Sibling Mentor
- Provided one-on-one and group mentorship for underprivileged children through participation in educational activities and by planning enjoyable experiences outside of their normal environment.