

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

DR. LINDSAY A. MARTIN
COORDINATOR, MINOR IN PROFESSIONAL WRITING
421 DENNEY HALL
164 ANNIE AND JOHN GLENN AVE.
COLUMBUS, OHIO 43210

Dear Dr. Martin:

I am excited to submit to you my materials for the minor in professional writing. I first heard about the minor through one of my public relations mentors, who explained to me how essential professional writing is in her career. I have since honed my writing skills through coursework, internships and leadership positions for public relations groups. In addition to this experience in a variety of professional environments, my skills in researching and summarizing complex information, writing in AP style and conducting interviews make me a strong candidate for the capstone internship of the professional writing minor.

My first writing sample is a press release from my summer internship at Fahlgren Mortine. One of my clients was a company that owns many malls across America. To earn media, I created press releases, facts lists and media alerts. This press release was sent to over thirty outlets in the region. This piece demonstrates my strengths in AP Style and concision for the media. My writing for this client helped to gain over 7 million media impressions.

My second writing sample is a blog post that I wrote over the summer for the Ohio State School of Communication. This blog, based on my personal experience, is about gaining the trust of employers at an internship. This demonstrates my ability to write for students and peers via web-based writing about a professional world, all while maintaining a clear and unique voice.

The third portfolio piece is a portion of a social media audit for a client that publishes children's books. My public relations team revamped their social media channels, and I researched the clients and their competitors' account and then translated that data to a client-facing piece that summarized the findings. This work showcases how I took raw data and numbers and turned this information into summaries, key findings and next steps.

Taken together, these samples demonstrate my facility producing multiple writing genres and adapting my tone and style depending on the audience of a particular piece. You can view additional writing samples in my online portfolio at www.emgrubaug.com. I'm eager to learn more about professional writing as I encounter a new workplace, and I look forward to contributing my enthusiasm, skills and experience to a Columbus-area workplace. Thank you for your consideration, and I look forward to hearing from you soon.

Sincerely,

[REDACTED]

EDUCATION

The Ohio State University
Bachelor of Arts in Strategic Communication
Minors in Design and Professional Writing

Columbus, Ohio
Expected May 2018
Cumulative GPA [REDACTED]

PROFESSIONAL EXPERIENCE

Fahlgren Mortine

May 2017 – July 2017

Client Engagement Intern

Columbus, OH

- Assisted in social media, client relations, media relations and brand analysis for 20+ clients in supply chain, healthcare, retail and tourism over a 10-week period
- Collected and organized data of social media channels for Fortune 500 companies, nonprofits and national business
- Secured 7 million impressions across multiple media segments on radio, TV and online for client events through press releases, media alerts, fact sheets and pitching
- Partnered with creative to develop social media content and graphics for a nurse support page that generated an average of 700 engagements per post
- Created mockup for Multiple Myeloma fundraiser including a social media plan, marketing materials, and correspondence with potential sponsors
- Assisted in new business efforts and research for the agency resulting in new clients in healthcare, higher education and retail

2017 Columbus Home and Garden Show

Columbus, OH

Public Relations Intern

Aug. 2016 – Feb. 2017

- Served as the liaison between the Moody Nolan design team and the Dispatch Media Group
- Captured the team's design concepts and translated them into written and digital materials for blogs and articles about the building process
- Created social media timelines and content for the Dispatch Media Group
- Managed stage productions and specialty events for celebrities, food demos and industry presentations
- Stylized vignettes through interior and graphic design and contributed concepts

All Together Now Ohio

Columbus, OH

Event Planning Intern

May 2016 – October 2016

- Contributed design and style plans for events and translated vision to vendors
- Executed layout plans, set-up and take-down for events with 100+ guests

LEADERSHIP AND VOLUNTEER EXPERIENCE

The PRactice

Columbus, OH

June 2017 – Present

- Oversee the eight student teams and provide guidance for client relations for the student-run PR firm
- Create and monitor social media resulting in 6.2K impressions
- Coordinate and contribute to the agency blog on relevant public relation trends
- Generate all brand guidelines for internal and external communications

Account Associate

September 2015 – May 2017

- Generated content for social media and blogs for four clients
- Wrote and edited press releases for various events and pitch local media
- Created graphics and Snapchat filters for community events of 75+ people

Public Relations Student Society of America

Copley, OH

April 2016 – May 2017

- Worked with public relations professionals to plan and run highly informative meetings and workshops for 130 students
- Managed and facilitated communication between nine executive board members and seven advisors
- Organized local and countrywide events to connect students with alumni

Kick-It at OSU
Social Media Chair

Copley, OH

October 2015 – November 2016

- Crafted content for blog, Twitter, Instagram and Facebook and monitored on Hootsuite resulting in a 225% increase in followers and views

SKILLS

Public Relations: Hootsuite Platform | Critical Mention | Gorkana | BurrellesLuce | CisionPoint | Group High

Social Media & Analytics: Twitter | Instagram | Facebook | LinkedIn | Google+ | Pinterest | Slack | SproutSocial | SimplyMeasured

Design: Adobe Creative Suite | Canva | SquareSpace | Wix | Wordpress