
Education

The Ohio State University
Bachelor of Arts in Strategic Communications with a focus on risk
Minors in Psychology and Professional Writing
Dean's List: Fall 2015-Fall 2017

Columbus, Ohio
Fall 2015-May 2019
Cumulative GPA: [REDACTED]
Hootsuite Certified October 2017

Relevant Experience

The Ohio State University Wexner Medical Center

Marketing and Strategic Communications Intern

Columbus, Ohio
September 2017-Present

- Support communication and marketing needs of a 15-member team
- Write meta-descriptions for department websites to increase search engine optimization
- Compile, edit, and send quarterly Marketing Accomplishment Reports to the top 200 leaders of the medical center to showcase the projects the department has executed
- Write articles that are posted to the medical center intranet to maintain community, awareness and transparency within the medical center. Highest engagement article received more than 1100 views
- Proofread brochures, mailers, newsletters, reports, etc. to ensure accuracy
- Verify and organize information for marketing materials such as phone numbers, email addresses, doctors' titles, and doctors' biographical information to aid in the efficiency and accuracy for department employees
- Create PowerPoints to showcase key findings of marketing research tactics to help create the best marketing strategies for a variety of service lines

Public Relations Student Society of America (PRSSA)

Director of Public Relations, Ohio State Chapter

Columbus, Ohio
April 2017-Present

- Create social media content to maintain and grow the organization's presence resulting in a peak of 20000 monthly Twitter impressions, increasing Instagram followers by 19 percent and Facebook page follows by 14 percent
- Compile all job and internship opportunities into a concise bi-weekly email for 150 student PRSSA members
- Create a monthly calendar that includes PRSSA, School of Communications and University events to help members stay organized and informed

Crossroads

Group Leader and Social Media Manager

First Community Church, Columbus, Ohio
August 2016-Present

- Manage Instagram account to increase community awareness and market the church values resulting in increased post engagement by 25 percent

The Jerome Schottenstein Center

Administrative Assistant

Columbus, Ohio
August 2016-Present

- Handle customer inquiries through answering phone calls and directing visitors
 - File paperwork and stocks supplies to keep office organized and ensure efficiency for employees
 - Take notes at the production meeting to compile into a document for employees to reference throughout the week
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Relevant Coursework

Writing for Strategic Communications

- [REDACTED]

Business and Professional Writing

- [REDACTED]

Strategic Message Design

- Crafted a blog post, social media calendar, infographic, media advisory, news article and media audit
- Collaborated on a media audit for Melt Bar & Grilled and presented our finding to the client