

Young Professional With Agency Experience Seeking Public Relations Position

SUMMARY OF QUALIFICATIONS

- More than 10 months of public relations experience, including five months in agency settings
- Familiar with and actively engaged in social media, including social networking and blogging
- Effective organizational skills and strong attention to detail

EDUCATION

Florida Gulf Coast University | Fort Myers, FL
Bachelor of Arts Degree in Communication, December 2008

- Concentration: Public Relations
- Minors: Marketing, Interdisciplinary Studies
- 3.94 cumulative GPA; graduated *summa cum laude*

INTERNSHIPS

Peppercom, *Public Relations Intern* | New York, NY February 2010 – Present

- Maintain Twitter account and write blog posts for agency's digital team, PepperDigital
- Participate in weekly team meetings and client calls for 5+ accounts across practices
- Perform digital audits for new business pitches and make recommendations based on available opportunities in the digital space
- Compile daily and monthly media coverage reports for clients
- Build media lists and pitch to both print publications and relevant blogs
- Research new business, speaking and award opportunities
- Create briefing books and put together detailed trip itineraries for event appearances
- Compile meeting recaps for both clients and team members

NOISE, Inc., *Public Relations Assistant* | Sanibel, FL November 2008 – January 2009

- Wrote, edited and distributed press releases
- Compiled media clipping reports
- Built media contact lists

Guadalupe Center of Immokalee, *Public Relations Intern* | Immokalee, FL Summer 2008

- Crafted radio PSAs to increase awareness about the organization's educational programs
- Wrote and edited press releases
- Updated and maintained media contact list and completed an array of research
- Helped secure various types of media coverage

ADDITIONAL EXPERIENCE

- Public relations, social media and branding blogger at www.abbyschoffman.com
- Contributing blogger at The Next Great Generation
- Created a variety of public relations documents for FGCU Student Government
- Assisted in creating a volunteer outreach and recognition campaign for the Animal Refuge Center of North Fort Myers to improve volunteer retention

OTHER RELATED SKILLS

- Proficient in Microsoft Office, basic HTML code and Windows and Mac operating systems
- Experience with Cision, Vocus, Factiva and Constant Contact
- Internet savvy with knowledge of social media
- Valuable editing and proofreading skills as well as written and verbal communication skills
- Familiar with *The Associated Press Stylebook*