



Skylar Little

About

Skylar is a determined self-starter searching for an entry-level communications position. She hopes to discover an industry she is passionate about where she can use her writing, social media and event planning skills to create memorable work.

Contact

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Experience

Spring Public Relations & Marketing Intern
OmniMetrix, Buford, GA

Jan. 2020–May 2020

In this position, I was involved in content creation, including marketing materials, social media and blog posts, and additional web content and design. I planned, developed and executed email marketing campaigns, as well as utilized Hubspot to report and analyze marketing campaign effectiveness. I also created and executed social media retargeting and geotargeting as needed. At the end of my internship, I assisted with go-to-market plans on new product launches coming to the organization in 2020.

Public Relations & Marketing Specialist
IDEAL Program, Atlanta, GA

Aug. 2019–May 2020

In this role, I managed four social media accounts, created and promoted events, recruited volunteers and planned educational trips for the students. Events included career panels, graduation parties, movie screenings and more. Planning involved making contacts in the creative media industry, designing and distributing promotional materials, managing all needed supplies and other steps. I led a team that assisted me in these projects. I also created press releases, a press kit, newsletters and other written documents. Through the program, I also ran marketing for the university's new Special Olympics club. The IDEAL program helps students with disabilities pursue careers in creative media like art, film, theatre and music.

Freelance Journalist
Summer Editorial Intern
Creative Loafing, Atlanta, GA

Oct. 2019–Present
May 2019–Aug. 2019

After my editorial internship in the summer of 2019, I was the only intern from my group asked to return as a monthly freelance writer. I contribute a majority of the Arts Agenda section of the monthly print issue. The job involves researching and choosing events, writing and editing copy, and formatting the text correctly for print. During my internship, I contributed to the online content and monthly print issue of the paper in sections such as Arts Agenda and Music Menu. I also worked on Creative Loafing's 30th Best of Atlanta issue.

Education

Georgia State University
Bachelor's Degree, Atlanta, GA

Aug. 2017–May 2020

I am a journalism major with a concentration in public relations and a minor in English. Major Courses GPA: 4.09

Relevant Coursework: Media Ethics & Society, Applied Graphic Communication, Social Media Strategies, Public Relations Campaigns, Public Relations Writing Projects, Public Relations Techniques, Grant & Proposal Writing, Literary Editing & Publishing, Communication Law & Regulation, Advanced Media Writing, Digital Writing & Publishing, Public Speaking, Foundations of Media Research, Marketing Data: Consumers, Products, & Brands, Introduction to Creative Writing- Poetry, Poetic Techniques, Latin I, Latin II

Skills

- Google Analytics Certified
- Content Marketing (HubSpot Certified)
- Adobe InDesign (LinkedIn Certified)
- Adobe Illustrator (LinkedIn Certified)
- Copywriting & Editing
- Hubspot
- Proposal Writing
- Social Media Management
- Presentation Building
- Event Planning