



Michelle Gilliland

About Me

I am a passionate PR student with strong writing and social media experience. Well-rounded in platform management and marketing content. Lead a team of 8-10 writers and editors to create a bi-weekly paper.

Skills

- Adobe Applications
- Microsoft Applications
- Canva
- Filing electronically and paper-based
- Editing content
- Writing/Creating Content
- Public Speaking

Contact Me

Email

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Phone

724-372-5713

Location

Pittsburgh, PA

Education

- Bachelor's in COM: PR/Advertising/Corporate Communication
Aug. 2019 - Dec. 2022 | Clarion University of Pennsylvania
- Golden Eagle Scholar, Dean's List Semesterly, Honor Society of Phi Kappa Phi Member

Relevant Experience

- ✓ **2021 - PRESENT** **Pepsi Co., Clarion, PA**
Marketing Intern
 - Create social media content for Facebook, Instagram, and Twitter
 - Distributed posters weekly across campus
 - Held over 10 events on campus semesterly for 50-100 students and staff to participate in
- ✓ **2019 - PRESENT** **The Clarion Call, Clarion, PA**
Editor-in-Chief
 - Assign and edit 8-10 numerous articles bi-weekly
 - Create and publish the final papers weekly using InDesign, Issuu, and SquareSpace
 - Write Features, News, and Editorial articles on a weekly basis
- ✓ **June 2019 - DEC. 2019** **Fein Power Tools USA, Pittsburgh, PA**
Marketing Intern
 - Business to business communication daily.
 - Worked with a mentor to create 10-15 Instagram posts over summer
 - Gave feedback during 2- 5 marketing meetings about upcoming plans

Employment History

- 2020 - PRESENT** **Polo Ralph Lauren, Grove City, PA**
Sales Associate
 - Served 100+ customers daily, counted \$3,000+ daily, cleaned and sanitized daily
- 2017 - 2021** **Shirley's Twin Kiss, Hadley, PA**
Server
 - Offer personal shopping support and recommendations to customers and place orders and ship 20 orders daily