

# ELIZABETH J. KRIZNER

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elizabethkrizner@gmail.com

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## EDUCATION

Fourth Year Student, E.W. Scripps School of Journalism, Ohio University, Athens, Ohio  
Major: Strategic Communication Specializations: Marketing and English  
Anticipated graduation date of Spring 2013

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## PROFESSIONAL EXPERIENCE

June 2012-August 2012

### OHIO STATE FAIR

Columbus, Ohio

#### Marketing and PR Coordinator

- Wrote news releases
  - Created and designed Fair newsletters
  - Managed the Fair's Twitter account in addition to planning and executed Twitter contests
  - Planned and executed Cowman on the Mooooooove, various events throughout the city promoting the Fair
  - Served as the key contact for various news and radio stations throughout Ohio regarding their promotions and remote broadcasts for the Fair
  - Escorted media while on grounds during the Fair
  - Planned and executed the unveiling of the mascot's new name and birthday celebration
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## RELATED EXPERIENCE

January 2012-present

### PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA Athens, Ohio

June 2012-present

#### VP of External Relations

- Maintain constant contact with professional advisers as well as Central Ohio PRSA
  - Update Scripps PRSSA website with internship and job opportunities and chapter events
  - Aid in promoting and various Scripps PRSSA events including Regional Conference and the networking trip
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January 2012-present

### UNIVERSITY PROGRAM COUNCIL

Athens, Ohio

A programming board to create events for the undergraduate student body

August 2012-present

#### Social Media Executive

- Manage UPC's Twitter, Facebook
  - Create Twitter contests for various UPC events
  - Created a UPC Instagram account
  - Lead various General Body Meetings
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September 2010-June 2012

### IMPRESSIONS

Athens, Ohio

The Hugh M. Culbertson's chapter of Public Relations Student Society of America nationally-affiliated student-run PR firm; clientele ranges from Athens based organizations such as Athens Humane Society to national brands like Express

September 2011-June 2012

### COLLEGE GREEN MAGAZINE

#### Account associate

- Led team in magazine release party which attracted more than 60 attendees
  - Researched entertainment and venues for magazine release event
  - Organized fundraising events that raised nearly \$150
  - Managed magazine's Twitter account
  - Received award for Outstanding Account Associate at the end of the year
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## PROFESSIONAL AFFILIATIONS

September 2011-present

**PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA Athens, Ohio**  
Dues paying member

# SIENNA C. TOMKO

**PERMANENT ADDRESS**  
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**CONTACT INFORMATION**  
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## EDUCATION

**OHIO UNIVERSITY** | *Bachelor of Science in Journalism*, 2013  
Major: Public Relations | *E.W. Scripps School of Journalism*  
Minor: Business Administration | *College of Business*

## INTERNSHIP EXPERIENCE

**CMP COMMUNICATIONS, LLC** | Independence, OH  
*Account Executive*, October 2010 - Present

- Produce and distribute press releases
- Compile stories for client print and online publications

**AMERICAN DIABETES ASSOCIATION** | Independence, OH  
*Media, Public Relations & Special Events Intern*, June - August 2012

- Developed social media content bank and user guide
- Monitored four Facebook pages
- Wrote and distributed press releases/feature stories
- Redesigned Step Out: Walk to Stop Diabetes external newsletters

**RECENTGRAD.NET** | Virtual  
*Marketing & Social Media Intern*, March - June 2012

- Constructed and updated Facebook content bank
- Researched industry-related news and content
- Co-produced social media plan

**CLEVELAND CLINIC** | Cleveland, OH  
*Public Relations Intern*, November - December 2011

- Conducted interviews for external blogs and internal content
- Produced Twitter content calendars
- Designed Social Media Crisis Communication Plan
- Wrote weekly media pitches for local outlets
- Compiled morning media reports and editorial calendars
- Conducted market research

**CHILDREN'S NATIONAL MEDICAL CENTER** | Washington, D.C.  
*Public Relations & Marketing Intern*, June - August 2011

- Audited internal communication tools (Intranet)
- Drafted web and print content
- Conducted research on current market trends
- Shot and compiled videos for internal and external sites

## SKILLS

**PROGRAMS:** Microsoft Office Products, iMovie, Final Cut, Adobe Creative Suite, QuarkXPress

**SOCIAL MEDIA:** Facebook, Twitter, LinkedIn, BlogSpot, Instagram, Klout, HootSuite, Timely.is/

**OTHER SITES:** ConstantContact, CisionPoint, Vocus, Microsoft SharePoint

## AFFILIATIONS & AWARDS

- 2012 PRSA Northeast Ohio PR Student of the Year | *PRSA Greater Cleveland Chapter*
- Public Relations Student Society of America | *Hugh M. Culbertson Chapter*
- ImPReSSions | *Student Run PR Firm*
  - Vice President of Operations
  - Co-Account Executive: Cardinal Health
  - Account Associate: Athens County Humane Society, Cardinal Health
- Alpha Kappa Psi | *Xi Rho Chapter*
  - Professional Committee Head
  - Public Relations Committee Head
- Alpha Lambda Delta | *Ohio University Chapter*
  - Co-Public Relations Director

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## Summary of Qualifications

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Ambitious, deadline oriented student offering a strong education foundation in public relations, creative design, and media writing. Possesses experience in SEO tactics with a passion for integrated marketing strategies. Has obtained strong organizational and leadership skills through coordinating and planning events. Brings strong skills in communications with a diverse background in media relations. Proficient in Cision, Microsoft Office Programs, Adobe Suite CS5, Blogger, Flickr, YouTube, Twitter, Facebook, Google AdWords, Quark and basic knowledge of HTML.

## Experience

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### Public Relations Intern at HighlandPR, Akron, OH

Nov.-Jan. 2012

- Managed daily tasks including copy writing, media relations, research, strategic communications, plan development and ad space buying.
- Wrote press releases that resulted in national media coverage for the Rite Aid Cleveland Marathon.
- Planned, researched and implemented a blogger program for the Rite Aid Cleveland Marathon.
- Brainstormed and initiated a Google AdWords plan for the Akron Zoo.

### Corporate Communications Intern at Huntington National Bank, Columbus, OH

June-Aug. 2011

- Organized fundraising efforts for the Huntington's Corporate Communications Pelotonia Team, which included planning events such as a wine tasting and designing a cupcake at a local bakery to generate awareness and donations.
- Organized media clippings and tracked viewership for internal online articles on Cision and SiteCatalyst.
- Wrote articles for the internal web-site, Essentials.
- Completed different audits for upper-level management and researched issues for their brainstorming meetings.

### The Patton College of Education and Human Services Event Planning Intern, Athens, OH

Sept.-June 2010

- Assisted in coordinating and executing major College of Education and Human Services events in Athens.
  - Robert P. Comer Conference
  - Welcome Weekend
  - Recognition Luncheons
  - Graduation
  - The 125th Quasquicentennial celebration
- Managed projects and designed event invitations, folders, posters, and programs.

### ImPRessions [PRSSA nationally affiliated student-run public relations firm]

June 2011-Present

- **Account Executive for Express Inc. Account**  
Organized a team to help the clothing company revamp their current integrated marketing tactics while keeping the brand standard. Researched and completed a SWOT analysis. Created and implemented a large multi-media survey and planned a graduation summit fashion show.
- **Account Associate for Bob Evans Farms Account**  
Created and implemented a strategic PR plan on coordinating partnerships between local high schools booster clubs and the Pickerington Bob Evans. Planned and executed "Family Fun Night" events at the restaurant to improve attendance on low traffic days.
- **Student Promotion Strategist for Empower [non-profit organization]**  
Designed and executed a strategic PR plan for the Empower Campaign focusing on the students at Ohio University. Created promotional materials for large-scale fund raising events such as a 5k run raising more than \$15,000 with 500+ participants.

Sept.-June 2011

Sept.-June 2010

## Education

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### Ohio University - Athens, Ohio

#### E.W. Scripps School of Journalism

June 09-May 13

Bachelor of Science in Journalism, Strategic Communications (Major) Sociology (Minor)

### Hugh M. Culbertson Chapter of PRSSA

Sept. 09-Present

Wrote for PR Success, the 2011 Teahan winner for best chapter newsletter. Mentored freshmen.

### Study Abroad in China

May-July 2009

Studied Chinese for a month in various cities in China. (Beijing, Qin Dao, Xian, Jia Do)

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Ohio, 45701

## Related Experience

<b>Ohio University ImPReSSions, Nationally Affiliated Public Relations Firm</b>	2010-Present
Account Executive, ImPReSSions Internal Account	August 2012-Present
<ul style="list-style-type: none"><li>•Facilitate and lead weekly meetings with six Account Associates</li><li>•Edit and write weekly blog posts for ImPReSSions Blog</li><li>•Generate social media posts that reach out to 1,000+ followers</li></ul>	
Account Associate, Up 'Til Dawn Account	September 2011-june 2012
<ul style="list-style-type: none"><li>•Social Media Chair</li><li>•Organized and scheduled Account Associate's social media schedules</li><li>•Awarded Outstanding Account Associate</li></ul>	
Account Associate, OU Performing Arts Account	September 2010-June 2011
<ul style="list-style-type: none"><li>•Wrote and edited blog reviews of past shows at Ohio University</li><li>•Awarded Rising Star award</li></ul>	
<b>Everything Happy Public Relations Intern, Parma Heights Ohio</b>	June 2012-August 2012
<ul style="list-style-type: none"><li>•Generated content for the company's social media sites which reached over 30k followers</li><li>•Performed customer service to prospective bloggers, advertisers, and customers</li><li>•Compiled media lists for magazine and television outreach</li></ul>	
<b>The Social Cities, LLC Virtual Intern</b>	June 2012-August 2012
<ul style="list-style-type: none"><li>•Generated 5-10 tweets per day for company's Cleveland and Columbus Twitter handles</li><li>•All Intern Quote Contest Winner</li></ul>	
<b>Ohio University Advertising Association</b>	September 2011-June 2012
National Student Advertising Competition, Public Relations/Promotions team member	
<ul style="list-style-type: none"><li>•Created promotional ideas for Nissan campaign</li><li>•Assisted research of event logistics such as cost of supplies, and eco-friendly products</li><li>•Named Key Contributor</li></ul>	

## Professional Affiliations

<b>Public Relations Student Society of America, Hugh. M Culberson Chapter</b>	
Vice President of Internal Relations, Dues Paying Member	August 2012
<ul style="list-style-type: none"><li>•Compose and answer weekly emails to PRSSA members</li><li>•Write and edit articles for PR Success, 2011 Teahan Recipient of Best Chapter Newsletter</li></ul>	
<b>Student Alumni Board, Athens Ohio</b>	April 2010-Present
Vice President of Internal Activities	April 2011-Present
<ul style="list-style-type: none"><li>•Plan and facilitate events and retreats that further bond the general board</li><li>•Lead weekly committee meetings of eight members</li></ul>	

## Work Experience

<b>Ohio University Intramural Sports, Athens Ohio</b>	January 2011-Present
Student Director of Public Relations and Registration	May 2012-Present
<ul style="list-style-type: none"><li>•Facilitate three day registration periods for potential intramural participants</li><li>•Manage and update social media sites of events, job openings, and news</li><li>•Twitter and Facebook traffic has grown over 100% in past year</li></ul>	

## Education

**Ohio University, Athens Ohio**  
**E.W. Scripps School of Journalism**  
Expected Graduation Date May 2014  
Bachelor of Science in Journalism with a Degree in Strategic Communication  
Minor: Business Administration  
Specializations: Business Administration, Sociology

## Applicable Skills

Adobe InDesign	Social Media Management
JSchool Background	Leadership
Writing and Editing	Strategic Communications Research
Team Building	Customer Service

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# Samantha A. Tischler

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## EDUCATION

**E.W. Scripps School of Journalism**  
Public relations sequence  
Ohio University, Athens, Ohio

Bachelor of Science in Journalism, expected Dec. 2012  
Certificate: Political Communication; Specialization: English  
GPA: 3.909

**Italian in Florence, Study abroad**

Eight-week summer program from June 2011 – August 2011

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## RELEVANT EXPERIENCE

**Ohio State Fair, Columbus, Ohio, Public Relations and Marketing Coordinator** June 2012 – August 2012

- Wrote e-newsletters, press releases, advertorials and blogs promoting Ohio State Fair
- Worked closely with local, regional and national media outlets to gain coverage of Fair events
- Designed and wrote 85-page media guide used as resource for media outlets on grounds

**Office of Education Abroad, Ohio University, Public Relations Assistant** August 2012 – Present

- Managed all social media accounts, including Twitter, Facebook and WordPress, via Hootsuite
- Wrote articles for *Compass*, a weekly e-newsletter sent to entire student body, faculty and staff

**Impressions, nationally affiliated student-run public relations firm, Account Supervisor** September 2010 – Present

- Supervised four separate accounts and acted as liaison between CEO and account executives
- Promoted client, *College Green Magazine*, through grassroots marketing strategies
  - Increased magazine staff by 50 percent within first month, led to 30 percent increase in articles written
- Led weekly meetings and acted as liaison between members and client
  - Created and implemented strategic PR plan for magazine release party, attended by over 100 students
- Awarded Outstanding Account Associate by account executives for the 2010-2011 school year

**University Advancement, Ohio University, Special Events Coordinator** June 2011 – June 2012

- Assisted in organizing and carrying out donor recognition and stewardship events
- Updated contact reports after events to facilitate cultivation of donors
- Planned and staffed Kroger Day event that hosted 15 Kroger executives from various Ohio stores

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## ACTIVITIES

**PRSSA, Hugh M. Culbertson Chapter, Executive Vice President** September 2010 – Present

- Scheduled all programming for the academic year
- Wrote articles for chapter newsletter, *PR Success*, sent to all PRSSA members and advisors
  - Won 2011 PRSSA National Teahan Award for Outstanding Newsletter
- Planned chapter events as member of Social Affairs Committee
  - Organized Social Media Summit, hosted eight PR professionals and was attended by over 90 students

**Golden Key, international honor society, Public Relations Director** April 2011 – June 2012

**Alpha Lambda Delta, national honor society, Freshmen Recruiting Director** May 2010 – June 2011

- Participated in resource fairs around campus to recruit new members and distribute information
  - Increased number of new members by 110 percent
- Planned and led informational sessions for eligible members
- Organized and staffed charity ball supporting local homeless shelter, Good Works
  - Raised over \$500 in donations

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## WORK EXPERIENCE

**Speakeasy Magazine, student-run online publication, Section Editor and Writer** September 2009 – June 2011

- Edited and wrote several articles per week through WordPress web software

**Tutoring Services, Ohio University, Tutor**

May 2010 – June 2011

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## AWARDS

Gateway Scholarship, Dean's List every quarter of enrollment, Glander Scholarship 2011, Rotary Scholarship 2009

# Nicole E. Spears



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## Professional Experience

### Student Communications Assistant | Ohio University College of Business

Athens, Ohio September 2012-present

- Selected from pool of 40 applicants due to strong writing skills
- Compose informative editorial pieces and newsworthy press releases covering College of Business news and achievements
- Improve reach and impact through brand management techniques

### PR Intern | Express Conseil, Travel and Tourism PR Agency

Paris, France June-July 2012

- Researched and compiled competitive social media analysis which led to the development and launch of social media plan for client
- Reviewed media clippings and assembled monthly Market Intelligence report to improve client communication and positioning
- Created multimedia presentation of company accomplishments for international Arizona Governor's Conference on Tourism

### PR Intern | Athens County Children Services

Athens, Ohio September-November 2011

- Composed and delivered monthly agency newsletter using Constant Contact (readership 250+)
- Published topical Letter-to-the-Editor in both Athens News, Athens Messenger (combined readership 28,000)
- Conducted event planning for community outreach programs including annual Santa Tree charity (provides for 10,000 local families)

## Relevant Activities

### VP of Member Relations | Scripps PRSSA

Dues Paying Member September 2012-Present

- Conduct internal relations and member engagement through Mentor/Mentee program and meeting incentives
- Published two industry-related articles in PRSuccess, the 2011 Teahan Award-winning chapter newsletter
- Contributed to PR and Marketing Plan for the Scripps Innovation Competition (received \$1,500 grant, proposal to be incorporated)
- Organize and attend chapter and regional PRSSA events such as the Social Media Summit and PRSSA Leadership Kick-off

### Account Executive, GoBus | Ohio University ImPressions, Nationally Affiliated Student-Run PR Firm

September 2010-Present

- Served as Account Associate for Up 'til Dawn (2010-2011) and OU Performing Arts Series (2011-2012)
- Lead the GoBus account on mission to assess positioning and improve consumer impact and loyalty through use of creative PR tactics

### PR Chief | The Post, Student-Run Newspaper

September 2011-June 2012

- Assessed and matched reader interests to business objectives through survey and evaluation
- Wrote weekly column, "Take it Personally," throughout Fall quarter 2011 (Weekday distribution 14,000)

### Alumni Engagement Committee | Ohio University Student Alumni Board

March 2012-Present

- Develop and maintain meaningful connections between students and University alumni while participating in local charities

### PR Co-Chair | Alpha Lambda Delta Honor Society

September 2011-June 2012

- Produced monthly newsletter, managed Facebook page, and conducted event planning

### PR Chief, Weekly Reporter | INC, Publication of SPJ at Ohio University

September 2010-December 2011

- Hosted bi-weekly Twitter hashtag chat
- Published 20 stories, including four cover stories

## Honors and Awards

- Dean's List each term enrolled
- Recipient of the 2011-2012 Robert Baker Scholarship for a PRSSA member
- Awarded as ImPressions "Rising Star" by Account Executives in 2011
- Received PRSSA "Outstanding Sophomore" award 2011-2012
- Selected to represent the E.W. Scripps School of Journalism as a JSchool Ambassador
- Leadership Certified through the Amanda J. Cunningham "21st Century Leadership Series"

## Education

### Ohio University | The E.W. Scripps School of Journalism

Athens, Ohio Will graduate May 2014

Bachelor of Science in Journalism with a degree in Strategic Communication

Minor in Business Administration

Specialization in Anthropology

## Key Strengths

global experience leadership and product management aptitude for creation and innovation  
client communication JSchool background community outreach  
market analysis social media management analyzing and quantifying feedback  
survey and research design experience media relations strategies anthropological understanding of culture  
budget and financial experience talented, impactful writing



# Melaina E. Lewis

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## EDUCATION

**Ohio University**, Athens, Ohio  
E.W. Scripps School of Journalism  
*Bachelor of Science in Public Relations*

Expected Graduation Date: May 2015

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## PROFESSIONAL EXPERIENCE

### Fox 8 News

**Cleveland, Ohio**  
December 2011-January 2012

#### Intern

- Assisted in news programming for nightly news segments
- Edited news segments for broadcasting

## RELATED EXPERIENCE

### OHIO UNIVERSITY STUDENT SENATE

**Athens, OH**  
September 2011-June 2012

#### Account Associate

- Organized a 'meet and greet' event for students and Senators
- Wrote three articles for Senate's quarterly newsletter and updated their blog site with weekly meeting updates
- Launched "I Am Senate" campaign through posters, events and painting the wall.
- Managed Senate's campaign against sexual violence on Twitter. Increased followers by 40.
- Created an internal communications plan to help Senate establish a communication pattern inside their offices

### COPPERHEADS

**Athens, OH**  
September 2012-present

#### Account Associate,

- Writing articles for our Publication Staff each month
- Managing social media through Twitter accounts
- Coordinated a World Series watch party at The Pigskin. 40 people attended.
- Moving the team's awareness from seasonal to year long in the Athens community and Ohio University campus.

### AMANDA J. CUNNINGHAM LEADERSHIP CENTER

**Athens, OH**  
September 2012-present

#### Account Executive

- Increasing campus awareness by tabling in Baker Center, creating posters, monthly newsletters and hosting open houses
- Creating a brand standard through rebranding their email etiquette and internal communications
- Growing the social media accounts by increasing content and the number of tweets and Facebook posts

## PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA

**Athens, Ohio**  
January 2012-present

### Vice President of Public Relations

- Manage ten writers and editors, and construct our chapter's online magazine as Editor-in-Chief of PR Success
- Write press releases for upcoming events, national recognition and fundraisers
- Increase promotion and campus outreach for PRSSA by planning fundraisers and joining community activities
- Manage two social media accounts to promote weekly meetings and chapter activities
- Created a new website for Scripps PRSSA and manage PRSSA's website by updating meeting agendas and blogs
- Assisted in the application process of hosting Regional Conference, in which our chapter won the bid.
- Planned and executive the first lesson in PR Bootcamp. The program is designed to help underclassman learn the basic of PR. 45 people attended.

### Ohio University

**Athens, OH**  
January 2012-June 2012

#### Social Affairs Committee

- Helped execute the first #OhioU Social Media Summit, an event open to the entire campus in which different PR professionals from around Ohio spoke. 80 people attended.
- Helped organize PRSSA's Valentine's Day Shuffle, a philanthropy event. 30 people attended.

## LEADERSHIP

### Global Leadership Center

February 2012-present

Advising Ghana in the economical development of oil and gas inside their country. Currently working on a partnership with Vietnam and will travel there in May to complete the upcoming project.

## PROFESSIONAL AFFILIATIONS

### PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA

**Athens, Ohio**  
September 2011-present

#### Dues paying member

- Attend the networking trip in Chicago and visit the agencies of Ogilvy, Ketchum, Burson-Marsteller and Razorfish
- A part of the fundraising committee

### Honors and Awards

### PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA

**Athens, Ohio**  
June 2012

- "Most Helpful

## IMPRESSIONS

- "Rising Star of Student Senate Account"

# Marisa Dockum

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## professional experience

### MEDITA

Fall 2012-Present

#### *Social Media Coordinator*

- Recently hired by this Italian company based in Rome, Italy to be the English-speaking liaison handling Twitter, Facebook and Pinterest for the launch of a travel iPhone app called iDotto.

### Ohio University Russ College of Engineering and Technology

Fall 2012-Present

#### *PR/Special Events/Communications Assistant*

- As a part-time intern, assist with employer relations, advertising, special events and public relations for the Engineering and Technology Cooperative Education Program.

### Public Relations Student Society of America

Fall 2011-Present

#### *VP of Social Media*

- Dues-paying member.
- As the first in this position, I am responsible for the Twitter, Facebook and Blog accounts, maintaining our chapter's web presence while expanding to new media outlets.
- Authored articles for the award winning newsletter "PR Success".

### ImPReSSions, PRSSA Nationally Affiliated Student-Run Firm

Fall 2011-Present

#### *Account Associate*

- Athens County Humane Society: social media, event planning and writing.
- ImPReSSions Internal Account: T-shirt design, banquet planning, social media and writing.

### Oxford (OH) Chamber of Commerce

Summer 2012

#### *Public Relations Associate*

- As a Chamber Champion Intern, I managed the Facebook and Twitter accounts, provided event planning services, wrote press releases, assisted launch of e-communications to members and supported promotion of local events.

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## education

### Ohio University, Scripps School of Communication

Major: Communication Studies, GPA: 3.8 (Expected Graduation Date: Spring 2015)

Global Leadership Center program (two year undergraduate certificate)

Italian Language Study Abroad – John Cabot University, Rome Italy (Summer 2012)

### Talawanda High School

Cumulative GPA: 3.9 (Graduated with High Honors: 2011)

National Honor Society

Junior and Senior Class President

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## additional skills

Computer: InDesign, Microsoft Office, iMovie.

Social Media: Pinterest, Google Plus, Facebook, Twitter, LinkedIn, YouTube, WordPress, HootSuite.

Writing: AP Style



# Kate McFadden

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## Objective

Seeking to fulfill my potential through hands-on experience while developing relationships, offering my best work, and advancing my journalistic and public relations skills.

## Experience {Journalism&PR}

ImPReSSions Account Executive	Present
- Client: Athens County Humane Society	
Public Relations Student Society of America [PRSSA]	Winter 2012 - Present
- Dues paying member	
WNEM TV5 News Internship {CBS Affiliate}	Summer 2012
ImPReSSions Account Associate	Winter 2012 - Spring 2012
- Butt Out Ohio Account	
Her Campus Magazine	2011 - 2012
- Public Relations Manager	
Journalism & Research Internship w/ Jake Halpern	March 2011 – June 2011
- Jake Halpern is a journalism professor at Yale University, an author, and a freelance writer for NPR and the New York Times	
Central Michigan University Public Broadcasting Internship	Summer 2010
- CMU Public Radio is an affiliate of National Public Radio {NPR}	
National High School Institute {Medill, Northwestern University}	Summer 2009
H. H. Dow High School Publication {The Update}	2006 – 2010
- Staff Writer [2006], Copy Editor [2007], Page Designer [2008], Editor-In-Chief [2009]	
- Under my editorship The Update ranked in the top 10 high school newspapers in the U.S.	

## Work & Leadership

Alpha Omicron Pi {Omega Upsilon}	2010 – Present
- Chapter Historian & Elected Recruitment Committee	
Ohio University Art Gallery Monitor	2010 – Present
Molly's Bistro Hostess & Waitress	2008 – 2010
Study Abroad	
- France {2006/2008}, Germany, Switzerland, Austria and Liechtenstein {2008}, Ireland {2011}	

## Specific Skills

Microsoft Office • Indesign • Photoshop • Illustrator  
Copy Editing • AP Style • Social Networking • Blogging  
Interviewing • Digital Photography • iNews

## References

Ian Rubin {WNEM TV 5 News} • ian.rubin@wnem.com  
Hugh Martin {Scripps Professor} • martin.h1@ohio.edu  
Jake Halpern {Author & Journalist} • jakehalpern@aya.yale.edu

## Ohio University

Bachelor of Science in Journalism	E.W. Scripps School of Journalism
- Strategic Communication and Public Relations	
- Specialization in Business and Women's and Gender Studies	
Journalism GPA: 3.6	Cumulative GPA: 3.2
Current Academic Standing: Junior	

Thank you for your time and consideration.  
Your attention is deeply appreciated.



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## professional experience

### Ohio University Career and Leadership Development Center • Athens, Ohio

August 2012 - present

#### Social Media Coordinator

- Create a strategic social media campaign for the center's first year with strategies for Facebook, Twitter and Pinterest

### "Define Ohio University" Campaign • Athens, Ohio

October 2011 - present

- Develop a strategic approach for addressing Ohio University's "party school" reputation to be presented to university administrators
- Create a miniature "dictionary" for admissions that describes five outstanding student organizations
- Manage a team of students working for the campaign in design, copy writing and creative capacities

### Current Lifestyle Marketing • New York, New York

June 2012 - August 2012

#### Intern

- Worked on accounts such as Samsung Home Appliances, SuperValu, Champion, and The Algonquin Hotel
- Wrote pitches and coordinated coverage regularly for three clients reaching out to more than 75 journalists
- Created coverage reports related to PepsiCo's Müller yogurt facility opening garnering more than 40 million impressions
- Promoted Greater Miami Convention and Visitors Bureau and its partners at the "It's So Miami" campaign launch, for which we had a pop-up pool in Union Square, New York City

### Ohio University Alumni Association • Athens, Ohio

#### Regional Programming Intern

October 2011 - June 2012

- Organized networking, celebratory and social events across the country for out-of-state alumni chapters
- Wrote promotional materials for the alumni association's events calendar and website

### Ohio University Office of Career Services • Athens, Ohio

#### Special Events Coordinator

September 2011 - June 2012

- Organized the annual Teachers Recruitment Consortium for 34 schools and more than 250 students
- Planned Fall & Winter Career Fairs hosting 104 and 111 employers respectively, an 18 percent and 28 percent increase from last year

### ImPReSSions, PRSSA Nationally Affiliated Student-Run PR Firm • Athens, Ohio

#### Chief Executive Officer

June 2012 - present

- Manage more than 170 employees and 18 clients, such as Express and the Southern Ohio Copperheads minor league team
- Write case studies for past and current accounts for competition and learning purposes
- Organize twitter chats for about 30 to 50 professionals and current students with themes such as industry trends and networking

#### Vice President of Administration

June 2011 - June 2012

- Serve 18 clients at national, regional and local levels, such as Cardinal Health and the Athens County Humane Society; a 12.5 percent increase from the previous academic year
- Manage more than 200 members, a 36 percent increase from the previous academic year
- Create social media plans, a human resources plan and a brand standards manual for executives and associates

#### Account Executive, AVW Productions

September 2010 - June 2011

- Increased recognition of the AVW Productions brand by 50 percent
- Planned comedy and music variety show that more than 150 students attended
- Created a Facebook page and reached 900 "likes" within one week

#### Account Associate, E.W. Scripps School of Journalism

January 2010 - June 2010

- Wrote a social media plan for the school to increase connectivity of prospective, current and graduated students and faculty
- Managed Facebook and Twitter accounts and a blog for incoming freshmen averaging about 25 views per day

## affiliations

### Public Relations Student Society of America • Athens, Ohio

#### Executive Board Member

September 2011 - present

- Serve as non-voting executive board member representing ImPReSSions
- Plan a regional conference, PR Bootcamp for underclassmen and annual networking trip

#### Dues-Paying Member

September 2010 - present

### Phi Sigma Pi National Honor Fraternity • Athens, Ohio

#### Special Events Committee

September 2012 - present

- Assist in planning and promotion for the second Duel For The Schools scavenger hunt

#### Special Events Chair

September 2011 - June 2012

- Elected as the first holder of the position to create a large-scale event that would raise awareness of our organization and its foundations
- Planned a campus-wide scavenger hunt for the Ohio University community, in which 30 teams of four completed 17 tasks

#### Inter-Chapter Relations Committee Member

June 2010 - June 2011

- Organized and hosted a three-day regional conference for nine chapters and more than 150 brothers

## education

### Ohio University, E.W. Scripps School of Journalism • Athens, Ohio

#### Bachelor of Science in Journalism

Expected Graduation: May 2013

*Public Relations Major, Business Administration Minor, Sociology Specialization*

Cumulative GPA: 3.9

## awards & recognition

- Pepsi Leadership Scholar, 2012 - present
- Richard O. Linke Scholar, 2012 - present
- Outstanding PRSSA Junior, 2011 - 2012
- Dean's List Scholar, 2010 - present
- Outstanding Executive, ImPReSSions AVW Productions 2010 - 2011

- Richland County Foundation Scholarship recipient, 2009 - 2012
- Outstanding Associate, ImPReSSions College Book Store 2009 - 2010
- Outstanding PRSSA Freshman, 2009 - 2010
- LeaderShape Completion Certificate, December 2009

## additional skills

#### Computer:

Cision, Compete, InDesign, Photoshop, Microsoft Office, iMovie, Final Cut Express

#### Social Media:

Hootsuite, Pinterest, Facebook, Twitter, LinkedIn, Foursquare, WordPress

# Cidnye Weimer

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@CidnyeWeimer

## Qualifications

- Respected Leader, Reliable Team Player
- Proficient in Social Media, strong communication skills

## Work Experience

### **WCPO-TV Channel 9, Cincinnati, Ohio, Intern**

Summer 2011

- Shadowed Anchors/Reporters
- Planned an end of summer reception, handled the catering, decorations, created and mailed out the invitations. Brought between 50-60 Professionals from the Scripps Company, WCPO-TV and other Cincinnati area professionals.

### **Nike Factory Store Monroe, Ohio, Sales Associate**

Summer 2010- Summer 2011

- Interacted with thousands of customers each day
- Handled crisis communication, Voted MVP of Customer Service
- Diverse skill set, from apparel, registers, inventory, and processing shipment

### **Kaman's Art Shoppes, Amusement park Company, Mason, Ohio, Supervisor**

Spring 2007- Summer 2010

- Dealt with large groups, sometimes of 40+, Photographing and Posing
- Crisis communication, Effective communication to "upsell" purchases
- Created schedules, attended management meetings

### **Red Frog Events, Chicago, Event Coordinator**

June 2012-August 2012

- Helped plan and promote events for over 10,000 attendees
- Helped manage the Twitter, Facebook and Pinterest for Warrior Dash

## Involvement

### **Public Relations Student Society of America, Hugh M. Culbertson Chapter**

Fall 2011- Present

- VP of Social Affairs
- Wrote for the chapter newsletter, *PR Success*, which won the 2011 Teahan Award
- Member of the Social Affairs and Public Relations committee, helped plan the Social Media Summit bringing around 8 guest professional speakers and around 100 attendees. Helped to create fliers and blog posts as well as creating tweets for our twitter.

### **ImPressions, PRSSA Nationally Affiliated student-run PR firm,**

Fall 2011- Present

- Account Associate for EXPRESS

## Education

### **Ohio University, E.W. Scripps School of Journalism**

Fall 2011- Present

- Public Relations/Strategic Communications Sequence
- Bachelor of Science in Journalism, expected May 2015

## Skills

- Moderate Spanish
- Facebook, Twitter, YouTube, WordPress, Hootsuite, Pinterest
- Microsoft Word, PowerPoint and Excel, InDesign, Cision