

# CLAIRE MASSEY

*Public Relations and Marketing*

## CONTACT

Birmingham, Alabama

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## DESCRIPTION

I am an energetic and passionate college student working towards a BA in public relations at Auburn University. I am aiming to use my knowledge and experience in PR, advertising, marketing and social media management in a public relations job position.

## EDUCATION

Auburn University

- Bachelor of Arts in Public Relations, expected graduation May 2018
- Concentration in Spanish

Hoover High School

- Advanced Academic Diploma
- Hoover High Principal's Award (2013)
- National Spanish Honor's Society (2013-2014)
- International Baccalaureate Spanish Exam completion (May 2013)

## INVOLVEMENT

- Public Relations Student Society of America/Public Relations Consultants Association (2016-present)
- Spanish Club (2015-present)
- Impact Volunteer (2016-present)
- Chi Omega Make-A-Wish Foundation Fundraiser (2014-2018)
- Miss Auburn Campaign (Spring 2015, 2016, 2018)
- SGA Presidential Campaign (Spring 2017)
- Student Ambassador for Aerie (2017)
- Big Event Volunteer (2015-2017)
- University Program Council (2014-2015)

## WORK EXPERIENCE

PLA Media - Media Assistant Intern  
Nashville, Tennessee  
Summer 2017

- Managed their client's social media accounts
- Drafted press releases for various clients and promotions
- Provided background assistance for various client events and promotions

Fleming's Prime Steakhouse and Wine Bar - Hostess  
Nashville, Tennessee  
Summer 2017

Wrapsody - PR Intern  
Auburn, Alabama  
Spring 2017

- Managed social media platforms and blog
- Created promotional emails to customers
- Planned in store promotional events

Auburn Team Shop - Sales Associate  
Auburn, Alabama  
Summer 2016

Wrapsody - Sales Associate  
Hoover, Alabama  
2012-2016

- Involved in new product launches for Vera Bradley, Hobo and Ronaldo Designer Jewelry
- Was responsible for customer service, merchandising, inventory control

La Belle Vie Weddings - Assistant  
Birmingham, Alabama  
2015-2016

- assisted needs for both the bridal party and wedding planner