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EDUCATION

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**Brigham Young University**, Provo, UT 2007

**BA in communications:** Public relations emphasis. Management minor. GPA: 3.91/4.00 major; 3.73/4.00 overall.

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SKILLS & SOFTWARE

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- AP & Chicago styles
- Adobe Photoshop/Illustrator
- Blogs/podcasts/RSS
- Video production
- MS Office 2007
- HTML/XML/CSS
- Adobe InDesign
- Media pitching
- Adobe Premier/Encore
- Twitter/WordPress
- Adobe Dreamweaver/Flash
- Google Analytics/Feedburner

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KEY EXPERIENCE

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**McGladrey Capital Markets LLC**, Costa Mesa, CA October 2008–February 2009

*A subsidiary of H&R Block. Middle-market (under \$100 million) mergers and acquisitions advisory firm with specialized teams in 13 diverse industries.*

**Corporate communications & webmaster**

- Wrote and distributed weekly press releases and deal announcements; wrote bylined articles and web copy.
- Redesigned webpages to add text, audio, Flash, blogs and other dynamic content (replaced boring, static pages).
- Ran online marketing efforts using blogs, podcasting and search engine advertising.
- Updated website 3-4 times/week in content management system (CMS) using HTML, CSS, XML, etc.
- Coordinated media placements, including interviews and bylined articles; oversaw external agency.

**Porter Novelli/GCG Rose & Kindel**, Los Angeles, CA

April–September 2008

*Public relations and lobbying firms representing the California Restaurant Association and the American Chemistry Council.*

**Public affairs grassroots outreach coordinator**

- Organized business owners across California to change industry legislation (statewide and local).
- Personally gathered and sent more than 2,000 letters of support/opposition to elected officials.
- Changed three major state laws (regarding menu labeling, employee sick leave, and plastic bag bans).

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UNDERGRADUATE EXPERIENCE

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**Marriott School of Management**, Provo, UT

March–December 2007

*Business school at Brigham Young University. Nationally ranked programs. Alumni association active in 10 countries. Magazine with 40,000 circulation.*

**Public relations writer & assistant magazine editor**

- Wrote and published magazine articles, brochures, newsletter and press releases.
- Edited material by other authors to exacting standards; screened freelance writers.

**BYU Department of Communications** (broadcast journalism program), Provo, UT

January 2006–June 2007

**Teaching assistant:** Taught college students to shoot and edit broadcast news; edited video for broadcast.

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VOLUNTEER EXPERIENCE

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**Bradley Public Relations Agency/BYU student teams**, Provo, UT

August 2005–December 2007

*Clients included national Entrepreneurship Week, Lincoln Academy (charter school), LDS Family Services (adoption counseling) and college centers.*

**Account executive & public relations specialist**

- Planned campaigns with clients and managed teams of four to five public relations specialists.
- Created web videos, press releases, advertisements, DVDs and presentations.
- Secured event and issue coverage in several key newspapers (total circulation >750k).

**The Daily Universe** (18,500 daily circulation), Provo, UT

August–December 2006

**Arts and culture reporter:** Wrote semi-weekly articles on theater, broadcasting, dance, comedy and trends.

**Washington Kennewick Mission**, Kennewick, WA

March 2003–March 2005

**Full-time volunteer missionary:** Door-to-door. Managed teams of six to ten as district leader. Taught daily.