
SUMMARY

Public relations professional with web, video, news, advertising, publication, design, grassroots, and media relations experience. Writing and editing skills proven in newspaper/magazine/broadcast work with diverse clients.

KEY EXPERIENCE

Government Affairs Outreach Coordinator

March 2008–present

Porter Novelli/GCG Rose & Kindel

Los Angeles, CA

Defeated/changed two major statewide laws through communication with legislators

Personally gathered support/opposition letters from more than 1,000 people on state and local issues

Public Relations Writer/Assistant Editor

March–December 2007

Marriott School of Management/Marriott Alumni Magazine (40,000 tri-annual circulation)

Provo, UT

Wrote and published magazine articles, brochures, web-based newsletter, and press releases

Edited material by other authors to exacting standards; screened freelance writers

Public Relations Specialist/Account Executive

August 2005–December 2007

Bradley Public Relations Agency & BYU student teams

Provo, UT

Secured coverage in Dallas Morning News (circulation ~500k) and others as part of a national campaign

Led and executed branding, advertising, publicity, marketing, and research campaigns

Created web videos, press releases, advertisements, DVDs, and presentations

Teaching & Research Assistant

January 2006–June 2007

BYU Department of Communications

Provo, UT

Taught college students to write, shoot, and edit broadcast news; edited material for broadcast

Public Relations Consultant

January 2006–May 2007

Lincoln Academy Charter School

Pleasant Grove, UT

Secured event and issue coverage in five area newspapers (total circulation >200k)

Wrote, produced, directed, filmed, edited, and published 10-minute school orientation video

Arts and Culture Reporter

August–December 2006

BYU Daily Universe–Lab newspaper (18,500 daily circulation)

Provo, UT

Wrote semi-weekly articles (including front page) on theater, broadcasting, comedy, and trends

EDUCATION

Bachelor of Arts in Communications - PR Emphasis - Management Minor

December 2007

Brigham Young University

Provo, UT

3.73 overall GPA, 3.91 major GPA in competitive program

SKILLS & SOFTWARE

Adobe Dreamweaver CS3

Adobe InDesign CS3

Avid Express DV

Media pitching

Presentations

Adobe Encore CS3

Adobe Photoshop CS3

Copy editing

MS PowerPoint 2007

SPSS

Adobe Flash CS3

Adobe Premier Pro CS3

Graphic design

MS Word 2007

Video production

Adobe Illustrator CS3

AP & Chicago styles

HTML

MS Visual Basic

Web video