

Mary Ann Smith

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📍 5555 Tulip Tree Lane, Anytown, IN 46555

Experience

Gatesman Agency

Public Relations and Social Media Intern

May 2017-Present

One of over 400 applicants for an internship with an O'Dwyer's ranked agency.

- Write press releases, media pitches, e-blasts and thought leadership articles on behalf of clients and the agency
- Research industry trends, competitors
- Compile daily, weekly and monthly social media analytics/media monitoring reports
- Assist with new business proposals
- Manage Facebook, Instagram, Pinterest, and Twitter for clients and the agency
- Research and compile industry and media trends for clients and the agency
- Create and manage social content strategy calendars
- Create and manage editorial calendars
- Monitored and created response strategy for a client crisis

Saint Mary's College Career Crossings Office

Marketing Intern

August 2016-Present

Internship promoting events for the College's career resource office.

- Create/update promotional materials
- Manage Facebook, Instagram, Pinterest, Twitter, LinkedIn
- Develop and implement social media strategy
- Assist in event planning
- Identify target audience and develop relevant marketing plans

Girls on the Run Michiana

Marketing Intern

October 2015-May 2017

Internship at the local chapter of a national nonprofit dedicated to teaching young girls leadership skills.

- Represented GOTR at events with local media outlets and maintained media contacts
- Managed social media accounts
- Communicated with donors and volunteers
- Wrote monthly newsletters, email blasts and press releases
- Worked with external vendors to plan community/volunteer events

University of Pittsburgh Medical Center

Media Relations Summer Associate

May 2016-August 2016

Summer intern at one of the leading hospital groups in the US.

- Wrote and published blog posts, press releases, media advisories
- Created and managed PR contact lists
- Successfully pitched newsworthy stories to local reporters
- Updated UPMC newsroom website daily
- Represented UPMC in-person and on social media at events
- Participated in crisis communications drills
- Interviewed patients and doctors for UPMC news stories

Penn Avenue Eyewear

PR/Social Media Intern

June 2014-December 2016

Intern at online eyewear retail company.

- Wrote blog posts, managed social media accounts
- Conducted blogger outreach
- Researched industry trends and conducted competitive analysis

Education

Saint Mary's College

Bachelor of Arts in Communications

Minors: English Writing & Film

3.8 Cumulative GPA

Expected Graduation May 2018

Campus Involvement

- Student Government Association Marketing Chair
- Her Campus Senior Editor
- ND/SMC Observer News Writer
- Residence Hall Association Committee Member
- Saint Mary's College Residence Life Ministry Assistant
- Lambda Pi Eta Secretary
- Published in literary magazine *The Avenue*
- Student Diversity Board member
- Project HEAL Social Media Coordinator
- Volunteer at various community organizations
- Campus ministry club founder

Skills

Technical:

- Microsoft Office
- Hootsuite
- Sprout Social
- Asana
- WordPress

Writing:

- Press releases
- Blogs
- Newspapers
- Magazines

Digital Marketing:

- Competitive analysis
- Research
- Social media engagement
- Social media analytics
- SEO
- CMS

Communication:

- Project Management
- Crisis communications
- Media relations
- Community outreach
- Public speaking