

hayley wright

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experience

Auburn University Office of Communications and Marketing, Intern
Auburn, AL, August 2017- May 2018

- Wrote news releases and pitches for campus events, awards and research from the various colleges and organizations
- Edited bi-weekly faculty and student news digests, campus announcements, and all communication materials and post to the university homepage using Cascade content management system
- Identified opportunities and national reporters to pitch to and increase the university's media presence
- Created presentation materials using Microsoft Office used by the vice president of communication's at conferences and higher education meetings

American Enterprise Institute, Media Relations Intern

Washington D.C., May 2017-August 2017

- Tracked all national media mentions, Op-eds, TV and radio appearances, and background calls for AEI events, scholars, and research reports and compiled lists of key reporters
- Drafted event reminders, news notices, and pitches distributed to media
- Monitored the latest headlines to create news reports and find opportunities to pitch scholars' expertise
- Crafted tweets for the AEI Media Services account to promote the recent work and media coverage of scholars
- Engaged with AEI scholars and visitors at intern learning events to discuss current events and public policies

Auburn University Student Affairs, Communication and Marketing Intern

Auburn, AL, August 2016-May 2017

- Wrote stories and news releases for campus events and happenings featured on the Student Affairs website and in the yearly campus magazine, "The Callout"
- Crafted content and planned daily posting schedules for Student Affairs' Twitter, Facebook, Pinterest, and Instagram accounts
- Created research reports on social media engagement strategies of similar universities

leadership & service

- Truth Seekers, Social Media Manager
- University Program Council Tiger Nights Committee, Assistant Director of Marketing
- Auburn University Office of Admissions, Student Recruiter
- Project Uplift, Child Mentor
- Joyland Daycare, Volunteer
- Freshman Leadership Program SERVE, member

education

Auburn University,
Bachelor of Arts in
Public Relations

August 2015-May 2018

- Summa Cum Laude
- Dean's List
- Overall GPA: 3.93/4.0
- Major GPA: 3.9/4.0

skills

Digital Skills:

- Social media account management and analytics: advanced
- Microsoft Office: advanced
- WordPress: advanced
- Qualtrics: advanced
- Asana: advanced
- Slack: advanced
- Excel: advanced
- Associated Press Style Writing: advanced
- Cision: advanced
- Meltwater: advanced
- HTML/CSS: proficient
- Adobe Dreamweaver: proficient
- Adobe InDesign: proficient
- Adobe Photoshop: proficient
- Salesforce: proficient

Languages:

- Spanish, Intermediate proficiency