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## PROFESSIONAL SKILLS

Social Media Marketing  
Campaign Creation and Implementation  
Website Development and Management  
SEO and Analytics  
Email Marketing  
Graphic Design  
Event Planning and Execution  
Branding for Strategic Media  
Crisis Communication  
Reputation Management  
Media Relations and Writing  
Photography  
Video Editing

## AWARDS

### Outstanding PR Student (Lambuth) - 2022

The University of Memphis  
Department of Journalism and  
Strategic Media

### Outstanding Visual Public Relations - 2022

The University of Memphis  
Department of Journalism and  
Strategic Media

### PR Rookie of the Year - 2021

The University of Memphis  
Department of Journalism and  
Strategic Media

## CERTIFICATIONS

Google Analytics Certified  
Syracuse University PESO Professional  
Hubspot Content Marketing Certified  
LinkedIn Social Media Marketing  
Adobe Expert  
Clean Your Copy Poytner  
Hootsuite Certified Professional  
CITI Research Program

# OAKLEY WEDDLE

STRATEGIC DIGITAL STORYTELLER

## WORK EXPERIENCE

### GRADUATE ASSISTANT

The University of Memphis | Aug 2022 - Present

- Assist faculty with teaching, grading, research, events, and promotion.
- Execute the presidency of the Public Relations Student Society of America.
- Signal boost professional internships from all around to students in the department.

### MARKETING MANAGER

ProTech Services Group, Inc. | Aug 2019 - Present

- Lead marketing department of PR, SEO, and MKTG professionals.
- Implement and update effective SEO strategies while developing and managing [www.psgi.net](http://www.psgi.net) with 5,000 visits a month.
- Create unique and engaging content for a range of social media platforms including Twitter, Facebook, LinkedIn, and Instagram.
- Plan and host online and in-person marketing events.
- Execute media relations, crisis planning, reputation management, and creative social communications strategies.

### FREELANCE PR WORK

Jubilant Communications | Aug 2020 - Present

- Work with clients from all around the country to execute campaigns, run social media efforts, and accomplish all marketing/PR objectives.

### MARKETING AND COMMUNICATIONS INTERN

Tennessee State Parks/The Tennessee Conservationist | Jan 2022 - May 2022

- Develop and run successful social media campaigns that target key publics with the goal of increasing brand reputation, subscriptions to the magazine, and getting more people into the Tennessee State Parks for the spring and summer season.

## EDUCATION

MASTER OF ARTS, JOURNALISM AND STRATEGIC MEDIA, INTEGRATED STRATEGIC MEDIA EMPHASIS

### University of Memphis (Class of 2023)

Journalism and Strategic Media  
President of Public Relations Student Society of America  
Graduate Assistant; President of Department Graduate Association

BACHELOR OF ARTS, MAJOR IN PUBLIC RELATIONS

### University of Memphis (Class of 2022)

Minors in Marketing Management and Social Media Marketing  
Vice President of Public Relations Student Society of America  
Magna Cum Laude; Student Marshall; Honors College