

AWARDS

Eliane Averick Outstanding National Committee Member
PRSSA, Nationally Awarded, 2024

Outstanding Graduate Student University of Memphis
Department of Journalism and Strategic Media, 2024

Student Communicator of The Year
PRSA Memphis, 2024

Memphis Flyer 20<30
Class of 2023

Outstanding Master's Research
Presidential Award, University of Memphis

PRSSA Leadership Award
The University of Memphis
Department of Journalism and Strategic Media

Outstanding PR Student 2022
The University of Memphis
Journalism and Strategic Media

PROFESSIONAL SKILLS

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

CERTIFICATIONS

- Clean Your Copy Poynter Institute
- CITI Research, Social and Behavioral
- Google Analytics Certified
- Hootsuite Certified Professional
- Hubspot Content Marketing Certified
- LinkedIn Social Media Marketing
- Syracuse University PESO Professional

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WORK EXPERIENCE

MARKETING MANAGER

ProTech Services Group, Inc. | Aug 2019 - Present

- Lead PR, SEO, and marketing teams to achieve strategic goals, supporting sales and staffing through integrated marketing and public relations efforts.
- Develop and execute unique content for social media platforms, manage media relations, crisis planning, and reputation management for Memphis's largest IT company.
- Plan and host monthly marketing events on cybersecurity and technology trends, fulfill marketing collateral requests, and maintain consistent brand voice across all content.
- Implement effective SEO strategies, manage a website with 5,000+ monthly visits, and collaborate with HR to enhance internal communications, resulting in multiple promotions since 2019.

PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA

ICON Conference Coordinator | June 2023 - June 2024 \

- Spearheaded initiatives to foster growth and community across 384 chapters in all 50 states, Argentina, Colombia, Peru, and Puerto Rico, enhancing the PRSSA experience for students and advisors through strategic planning, community engagement, leadership, and work with a non-profit.

FOUNDER/OWNER

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.

GRADUATE ASSISTANT

The University of Memphis | Aug 2022 - Dec 2023

- Assist faculty with teaching, grading, research, events, and promotion.
- Execute the presidency of the Public Relations Student Society of America.
- Signal boost professional internships to students in the department.
- Work with administration to improve recruiting and work on university events

EDUCATION

MASTER OF ARTS, JOURNALISM AND STRATEGIC MEDIA

University of Memphis (Class of 2023)

President of Public Relations Student Society of America; National Committee of PRSSA 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