

Rebecca Matthews

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EXPERIENCE

Wrapsody

PR & Marketing Intern
January 2017-May 2017

Created marketing and promotional material and shared on different social media outlets (Facebook, Instagram and Pinterest). Updated content on the companies website regarding merchandise and wrote weekly blog posts. I was able to help plan and implement a spring event for the organization as well.

V3 Media Group

PR & Marketing Intern
May 2016- August 2016

During my time at V3 Media Group I was able to develop skills using Word Press and search engine optimization (SEO). Some of my responsibilities included writing blog posts (both for V3 and clients) about various subjects, doing SEO for clients and learning the foundation of HTML/ CSS coding.

Cheeky Bliss

Sales Associate
June 2016- October 2016

While working for this apparel boutique, I learned the etiquette of giving proper customer service and developed skills in team work and communication.

EDUCATION

Auburn University

Bachelor of Arts in Public Relations
Expected Graduation: May 2017

GPA of 4.0
Deans List 2015-2016

REFERENCES

Chris Call
V3 Media Group
Christopher@v3mg.com

PROGRAMS

HTML/ CSS
Hootsuite
Google Analytics
Microsoft Office
Adobe Creative
WordPress
Qualtrics

SKILLS

Writing/ Blogging
AP Style
Social Media
Coding
Survey/ Research

INVOLVEMENT

PRSSA & PRCA- 2014-2017

I was an active participant in planning the Pop's with PRSSA event that takes place every semester during the Fall 2015 semester. I also was able to attend the 2015 PRSA Conference in Atlanta, Georgia.

The Auburn Circle PR & Marketing Team 2015-2016

The Auburn Circle is a student run organization that publishes a biannual magazine that features literary or artistic artwork that students submit. My role within this organization is to manage all the social sites for the organization and updating the blog on WordPress. Another duty of mine was to help plan the semester event Snaps!.