



# ALI POWELL

## PUBLIC RELATIONS

An upcoming graduate of the Public Relations Program at Auburn University, with proven experience in writing, social media and brand building. Self-starter with strong time management skills. Organized, highly motivated, and detail-oriented leader specializing in developing and maintaining mutually beneficial relationships. Now seeking to contribute my experience and skills to the professional field.

CONTACT	EXPERIENCE
(334) 494-8108 alipowell88@gmail.com Auburn, AL 36830	<b>INNER SPARK CREATIVE, AUBURN, AL   AUGUST 2016 - PRESENT</b> <i>Communications Intern</i> <ul style="list-style-type: none"><li>• Curated content for social media clients</li><li>• Aided in the brainstorming of promotions and concepts for campaigns</li><li>• Collaborated with creative director in strategy formations</li><li>• Aided in writing copy for printed and web materials</li><li>• Participated in the conception and execution of philanthropic projects</li><li>• Brought creative solutions to the local economy</li></ul>
EDUCATION	
<b>BACHELOR OF ARTS PUBLIC RELATIONS</b>  <i>Auburn University, Auburn, AL</i> <i>Fall 2016</i> <i>GPA: 3.91</i> <i>Dean's List: Fall 2014 - Spring 2016</i>	<b>SCARLET &amp; GOLD, AUBURN, AL   JANUARY 2016 - MAY 2016</b> <i>Public Relations Intern</i> <ul style="list-style-type: none"><li>• Expanded brand recognition through strategic use of social media</li><li>• Worked with celebrities and high profile bloggers to increase followers and promote products</li><li>• Collaborated with small businesses for multiple giveaways each month</li><li>• Planned and executed local pop-up shops</li><li>• Maintained cooperative relationships with media contacts</li><li>• Maintained organization of the public relations email account</li></ul>
INVOLVEMENT	
Public Relations Society of America Public Relations Council of Alabama National Society of Collegiate Scholars Auburn Circle Public Relations Team Best Buddies Associate Member The BIG Event Publicity Team	<b>DUNAWAY'S STUDIO, ENTERPRISE, AL   JANUARY 2013 - MAY 2013</b> <i>Administrative Assistant</i> <ul style="list-style-type: none"><li>• Organized and maintained the client base</li><li>• Filed paperwork</li><li>• Assisted customers</li></ul>
REFERENCES	SKILLS
Mr. Jarrett Moore Creative Director jarrett@innersparkcreative.com (334) 826-7502  Mrs. Megan Smalley CEO and Owner megan@scarletandgoldshop.com (334) 707-4830	Client Communications Media Relations AP Style writing Writing press releases Writing website copy Social Content Curation Social Media Marketing  Social Media Analytics Adobe Illustrator Adobe InDesign Hootsuite Social Dashboard Basic HTML/CSS Blogging for SEO Citation building for SEO