



Personal Branding That Makes an Impact (& Tips to Kill That Job Interview!)

PRESENTATION BY KAYLA MCCULLOUGH
STRATEGIC COMMUNICATION GRAD STUDENT & GRAPHIC DESIGNER

about *me*



KAYLA MCCULLOUGH

ACADEMIC

- Graduated from Gaylord in May 2020 with my bachelor's degree in PR
- Graduated from Gaylord in May 2021 with my master's degree in strategic communication

PROFESSIONAL

- Currently working at Rubenstein, a NYC PR firm
- Working on accounts such as Rockefeller Center, The High Line, NYC & Company, and the Intrepid Sea, Air & Space Museum

PERSONAL BRANDING

- Featured in the WSJ in August 2019 in an article discussing the future of resume trends and design
- Founded a resume design business to help others revamp their resumes



here's how it's *going down*



PERSONAL
BRANDING BASICS

BRANDING
YOURSELF ONLINE

LET'S TALK
RESUMES

ACING THE
INTERVIEW

Q&A / CONNECT
WITH ME





personal branding *basics*





COLOR THEORY

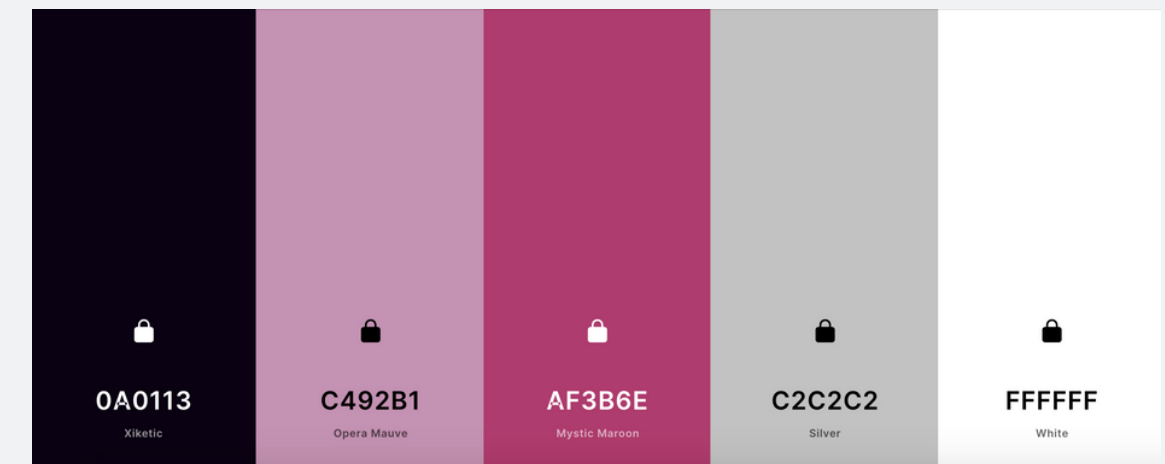
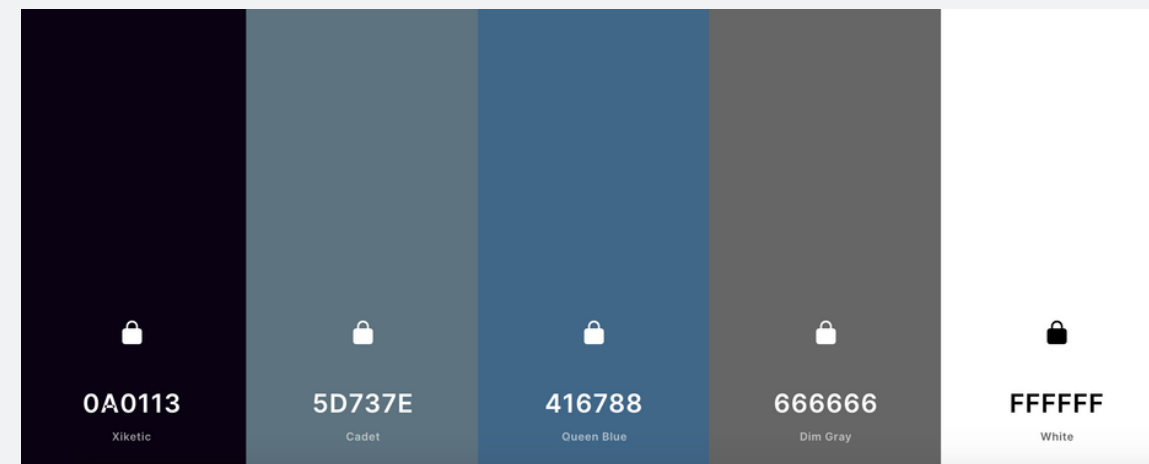
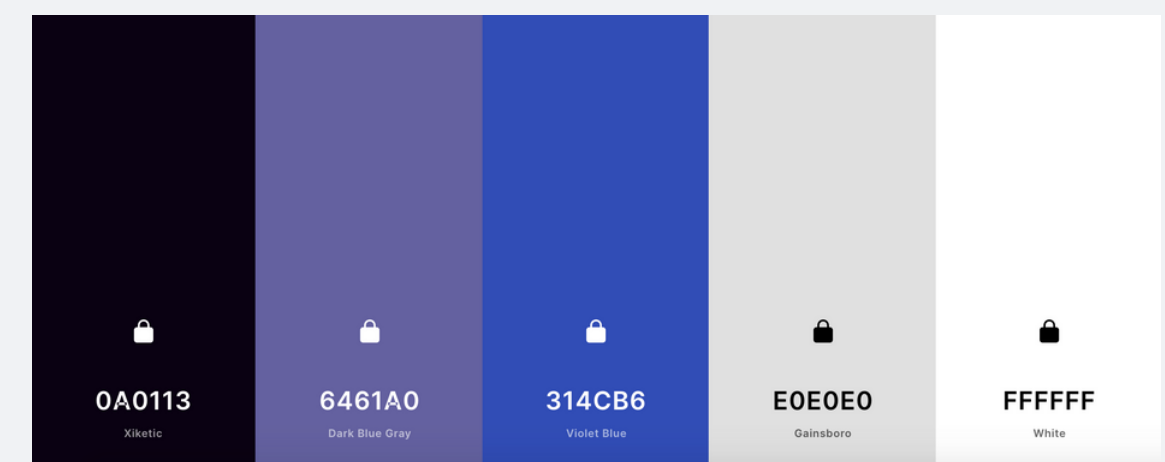
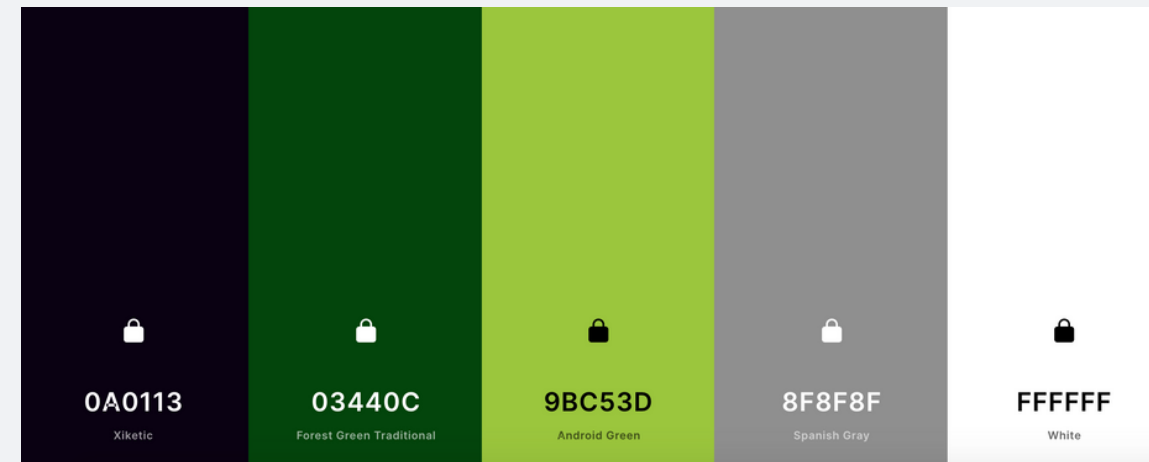


Different colors convey different feelings to your audience. How do you want to represent yourself?





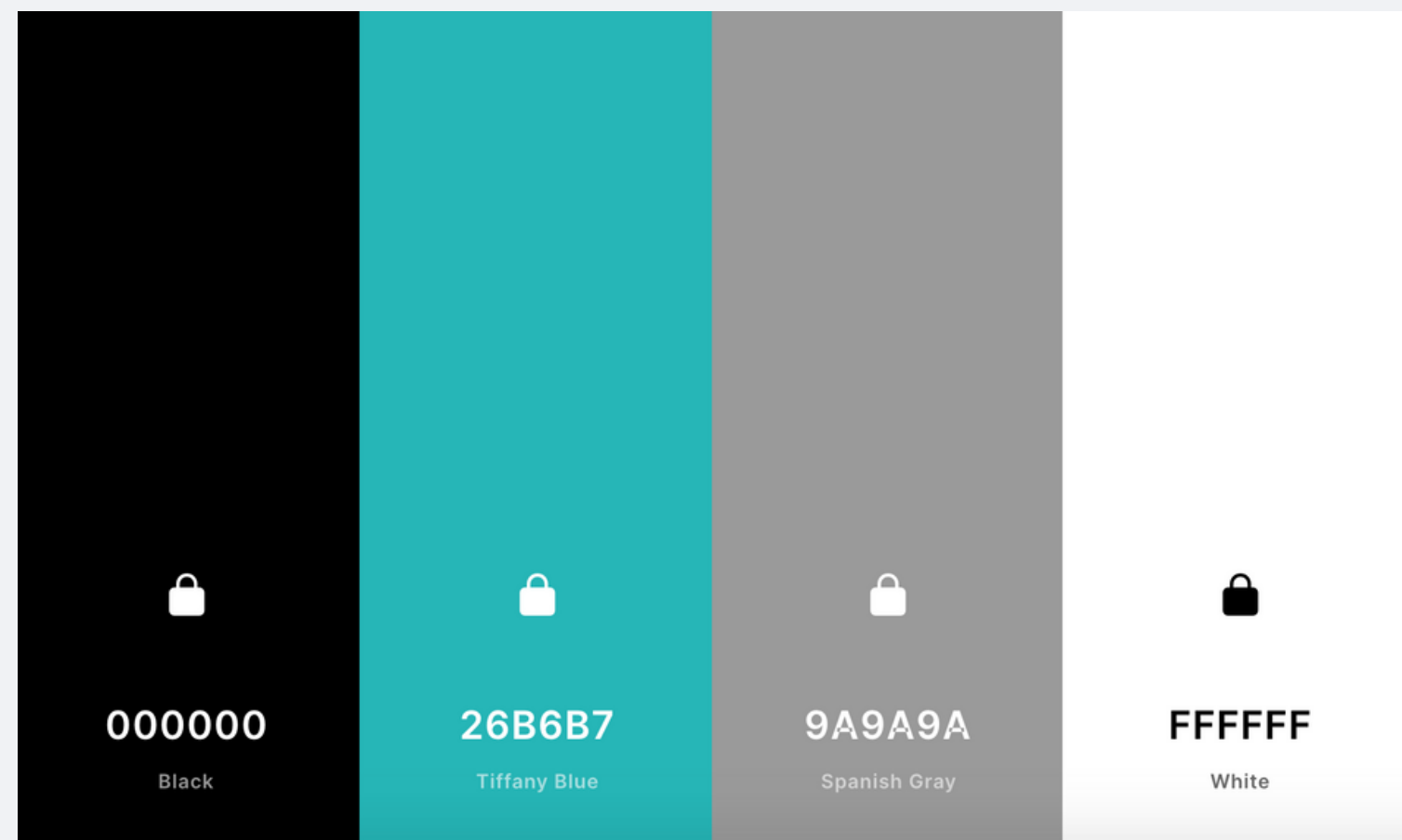
COLOR PAIRING



Make sure your colors stay complimentary to each other. My go-to is a white, black, accent color (or two,) and a shade of grey.

Colors.co is an excellent resource for color palette building.





take me
for example...





FONT PAIRING

League Spartan

Libre Baskerville. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam facilisis dui ac leo elementum, sed gravida urna placerat. Fusce eget velit sagittis, imperdiet augue non, viverra felis.

PT Sans Bold

PT Serif. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam facilisis dui ac leo elementum, sed gravida urna placerat. Fusce eget velit sagittis, imperdiet augue non, viverra felis.

Open Sans Extra Bold

Libre Baskerville. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam facilisis dui ac leo elementum, sed gravida urna placerat. Fusce eget velit sagittis, imperdiet augue non, viverra felis.

Lato Heavy

Merriweather. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam facilisis dui ac leo elementum, sed gravida urna placerat. Fusce eget velit sagittis, imperdiet augue non, viverra felis.

For your primary fonts, I recommend choosing a sans-serif font and a serif font.

Here are some of my favorite font pairings.



LATO

Big Caslon

take me

for example...





LOGOS

LUKE SCHUMACHER

Juliana Dee

**Alma
Cienski**

DARBI DOMBROWSKI

Your name has to stand out as part of your personal brand. How do you want to convey yourself?

Sophisticated, modern, funky? This is your time to choose a logo to compliment your color scheme.



Kayla McCullough

take me
for example...





TAGLINE

LOCAL STORYTELLER FASHION & LIFESTYLE PR

PRODUCER | PUBLICIST | PERFORMER PUBLIC RELATIONS PROFESSIONAL

What do you do? What do you provide? The tagline is the perfect time to share that with your audience.

Be creative with this- but don't go too crazy.



STRATEGIC COMMUNICATION / DIGITAL / DESIGN

take me
for example...





ALL TOGETHER NOW

LUKE SCHUMACHER
LOCAL STORYTELLER

DARBI DOMBROWSKI
PUBLIC RELATIONS PROFESSIONAL

**Alma
Cienski**

PRODUCER | PUBLICIST | PERFORMER

Juliana Dee

FASHION & LIFESTYLE PR

Here is the final product for the brands I've created in collaboration with my clients.

Which one is your favorite and why?



Kayla McCullough

STRATEGIC COMMUNICATION / DIGITAL / DESIGN

take me
for example...





branding yourself *online*





portfolio site *essentials*



HOME / ABOUT

First impressions matter. Introduce yourself. If they only visit this page, what do you want them to know?

RESUME

No, not just the PDF version. Build out your resume into an actual page on your site.

PORTFOLIO

This is your chance to show them what you can do. Your best work lives here.

REFERENCES / CLIENTS

Who have you worked for? Who can speak on your skills and work ethic?

CONTACT

How can someone reach you if they're looking to work with you?





HOME / ABOUT

First impressions matter. Introduce yourself. If they only visit this page, what do you want them to know?



Kayla McCullough
STRATEGIC COMMUNICATION /
DIGITAL / DESIGN

DOWNLOAD RESUME

ABOUT ME

Hey! I'm Kayla.

I'm a graduate student, part-time blogger and full-time go-getter. My desire to hustle has earned me public relations, marketing and social media management experience in the fashion, lifestyle, restaurant, hospitality, healthcare and nonprofit industries. Interested in my work? [Check out my portfolio.](#)

I have founded two businesses because of my passion for graphic design: Souped Up Resumes and Kayla Creative Co. I find so much joy in using my skills to benefit my clients and in some cases, [completely change their lives](#). You can find my full portfolio for both businesses at [the Kayla Creative Co. website](#).

On the side, I run a fashion and lifestyle blog called [Selfies & OOTDs](#). My readers come to me so they can learn how to live a champagne life on a college budget. Through my blog, I am able to collaborate with established brands, show off my personal style and successfully market consumer products and experiences.





HOME / ABOUT

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Kayla McCullough
STRATEGIC COMMUNICATION /
DIGITAL / DESIGN

DOWNLOAD RESUME

When I'm not at school or working on one of my many side hustles, you can find me at a barre class, trying a new brunch spot with friends or creating portraits of my loved ones.

Strategic Communication Skills

- ✓ AP Style Writing
- ✓ Brand Development
- ✓ Campaign Planning
- ✓ Cision
- ✓ Client Management
- ✓ Content Marketing
- ✓ Copywriting
- ✓ Crisis Communication
- ✓ Event Planning
- ✓ Google Ads
- ✓ Hootsuite
- ✓ Influencer Marketing
- ✓ Press Pitching
- ✓ Public Relations Research
- ✓ Search Engine Marketing
- ✓ Social Media Marketing

Digital Skills

- ✓ Blogging
- ✓ Content Creation
- ✓ Google Analytics
- ✓ Microsoft Office
- ✓ Photo Editing
- ✓ Video Editing





HOME / ABOUT

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STRATEGIC COMMUNICATION /
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DOWNLOAD RESUME

Awards and Achievements



Gaylord College of Journalism and Mass Communication

- Accepted into Gaylord's 4+1 Program
- Awarded a full graduate tuition waiver
- Dean's Honor Roll
- Graduated with distinction in May 2020
- Selected to be a Gaylord graduate assistant



The University of Oklahoma

- Alpha Lambda Delta National Honor Society
- Distinguished Scholar Scholarship
- Evelyn A. Swan Scholarship
- President's Honor Roll

Industry Certifications



Google

- Advanced Google Analytics
- Fundamentals of Digital Marketing
- Google Ads (Display, Measurement, Shopping)



Hootsuite

- Hootsuite Platform Certification
- Social Marketing Certification





HOME / ABOUT

First impressions matter. Introduce yourself. If they only visit this page, what do you want them to know?








Kayla McCullough
STRATEGIC COMMUNICATION /
DIGITAL / DESIGN

[DOWNLOAD RESUME](#)

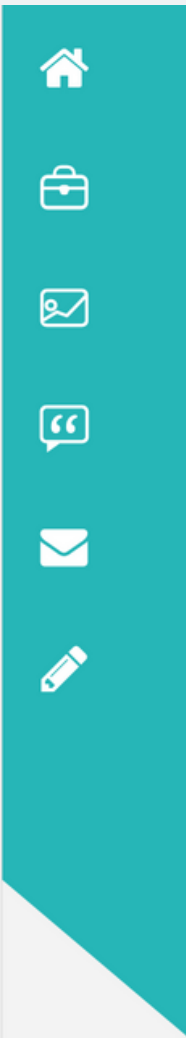
Strengths

- ✓ Adaptable
- ✓ Ambitious
- ✓ Creative
- ✓ Confident
- ✓ Fashion-Forward
- ✓ Hard-Working
- ✓ Organized
- ✓ Personable
- ✓ Punctual
- ✓ Strong Leader

Hobbies

-  Writing for my blog
-  Reading self-help books
-  Practicing my French
-  Shopping for clothes
-  Playing with my dogs
-  Watching OU football

Off the Clock





RESUME

No, not just the PDF version. Build out your resume into an actual page on your site.



A vertical resume card with a teal header and white footer. The header contains a circular profile picture of a woman with long blonde hair, her name 'Kayla McCullough' in a white script font, and her professional title 'STRATEGIC COMMUNICATION / DIGITAL / DESIGN' in white uppercase letters. The footer features a black button with the text 'DOWNLOAD RESUME' in white uppercase letters.

EDUCATION

Aug 2019 - May 2021

Master of Arts in Strategic Communication

The University of Oklahoma
Norman, Oklahoma

Concentration: Public Relations

Current GPA: 4.0

Expected Graduation: May 2021

[Click here to see my relevant graduate coursework.](#)

Aug 2016 - May 2020

Bachelor of Arts in Journalism and Mass Communication

The University of Oklahoma
Norman, Oklahoma

Major: Public Relations

GPA: 3.7

Graduation: May 2020

[Click here to see my relevant undergraduate coursework.](#)

EXPERIENCE





PORTFOLIO

This is your chance to show them what you can do. Your best work lives here.



Kayla McCullough

STRATEGIC COMMUNICATION /
DIGITAL / DESIGN

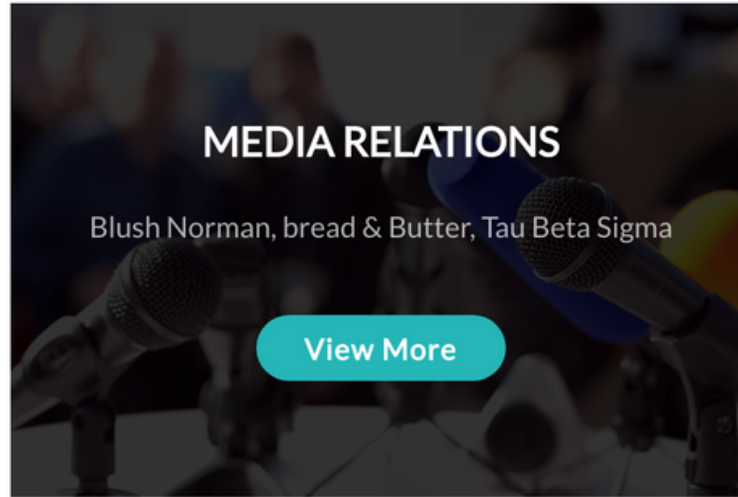
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PORTFOLIO

MEDIA RELATIONS

Blush Norman, bread & Butter, Tau Beta Sigma

View More





PORTFOLIO

This is your chance to show them what you can do. Your best work lives here.



MEDIA RELATIONS

Blush Norman, bread & Butter, Tau Beta Sigma

I have helped several different clients and organizations build meaningful relationships with the media through press pitching and other outreach tactics. Additionally, I developed crisis communication protocol for my sorority so they will be prepared to effectively communicate with the media in the event of a crisis.

MYWORK

- < [AUSTIN MEDIA NEWSLETTER](#) [BREAD & BUTTER PRESS PITCH](#) [BREAD & BUTTER PRESS RELEASE](#) >





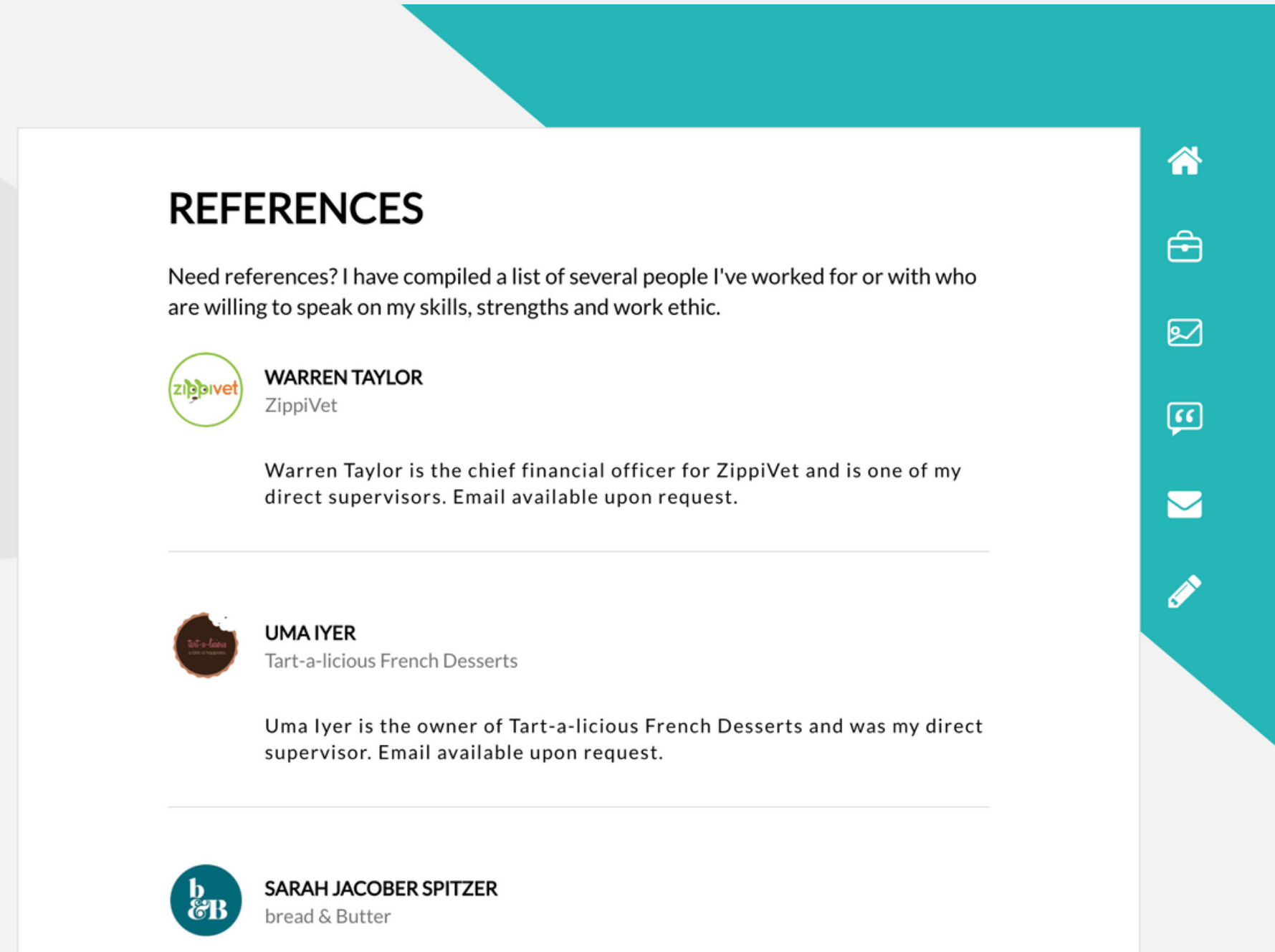
REFERENCES / CLIENTS

Who have you worked for? Who can speak on your skills and work ethic?





Kayla McCullough
STRATEGIC COMMUNICATION /
DIGITAL / DESIGN


[DOWNLOAD RESUME](#)





REFERENCES

Need references? I have compiled a list of several people I've worked for or with who are willing to speak on my skills, strengths and work ethic.

-  **WARREN TAYLOR**
ZippiVet

Warren Taylor is the chief financial officer for ZippiVet and is one of my direct supervisors. Email available upon request.
-  **UMA IYER**
Tart-a-licious French Desserts

Uma Iyer is the owner of Tart-a-licious French Desserts and was my direct supervisor. Email available upon request.
-  **SARAH JACOB SPITZER**
bread & Butter





REFERENCES / CLIENTS

Who have you worked for? Who can speak on your skills and work ethic?

Kayla McCullough
STRATEGIC COMMUNICATION /
DIGITAL / DESIGN

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PRAISE

Here's a first-hand account of how my skills in strategic communication and graphic design have changed lives.



MARK ALSCHBACH
Souped Up Resumes Client

"Kayla took my resume and turned it into solid gold! Nothing like seeing 5 copies of the resume she created in front of production supervisors and oilfield lease owners impressed and ready to offer me a position. I was able to land a six-figure job with health benefits, vision, dental, 401K and a brand new RAM 2500 Bighorn with a Cummins turbo diesel along with oilfield tools and fuel paid for. Kayla was a game changer."

CLIENTS

I've worked with several different clients and organizations throughout my freelance work, internships and campus involvement. You can view a portion of them below. View the full list [here](#).





CONTACT

How can someone reach you if they're looking to work with you?

Kayla McCullough
STRATEGIC COMMUNICATION /
DIGITAL / DESIGN

DOWNLOAD RESUME

CONTACT ME

DON'T BE A STRANGER!

Shoot me an email or check out my social media.

Email: itskaylamccullough@gmail.com

LinkedIn: [linkedin.com/in/kaylaamccullough](https://www.linkedin.com/in/kaylaamccullough)

Pinterest: [pinterest.com/selfiesandootds](https://www.pinterest.com/selfiesandootds)





A STRONG ABOUT SECTION

Again- first impressions matter. Give them a synopsis of you and your work. Hit on the most important parts of yourself but don't make it your debut novel.

A COMPLETE EXPERIENCE SECTION WITH RELEVANT WORK SAMPLES

Consider this a hybrid of the resume and portfolio sections from your website. List your experience (in bullet points!) and attach any relevant work you did for that client/employer.

A LIST OF YOUR RELEVANT SKILLS AND ENDORSEMENTS OF THEM

What can you do and who can endorse you for it? This is the place to showcase up to 50 of your best skills and have your colleagues endorse you.

make sure your
linkedin has...





ABOUT

Again- first impressions matter. Give them a synopsis of you and your work. Hit on the most important parts of yourself but don't make it your debut novel.

About



I'm a graduate student, part-time blogger and full-time go-getter. My desire to hustle has earned me public relations, marketing, and social media management experience in the fashion, lifestyle, restaurant, hospitality, healthcare and nonprofit industries.

I have founded two businesses because of my passion for graphic design: Souped Up Resumes and Kayla Creative Co. I find so much joy in using my skills to benefit my clients and in some cases, completely change their lives.

On the side, I run a blog called Selfies & OOTDs. My readers come to me so they can learn how to live a champagne life on a college budget. Through my blog, I am able to collaborate with established brands, show off my personal style and successfully market consumer products and experiences.

When I'm not at school or working on one of my many side hustles, you can find me at a barre class, trying a new brunch spot with friends or creating portraits of my loved ones.





EXPERIENCE

Consider this a hybrid of the resume and portfolio sections from your website. Describe your experience (in bullet points!) and attach any relevant work you did for that client/employer.



Influencer Marketing Coordinator

Blush Norman

Aug 2020 – Present · 7 mos

Norman, Oklahoma, United States

- Conducted research and designed/executed/analyzed a full influencer marketing campaign
- Composed a campaign brief to guide influencer content
- Served as the primary point of contact for influencer correspondence
- Coordinated and oversaw all influencer gifting



Social Media Manager

ZippiVet

Jun 2020 – Present · 9 mos

Austin, Texas, United States

- Established a clear and consistent online presence for ZippiVet on major social media platforms
- Used Hootsuite to plan, create and schedule engaging social media content
- Worked directly with the CEO and CFO to design company social media strategy ...see more



Case Study



Social Media Plan





SKILLS

What can you do and who can endorse you for it? This is the place to showcase up to 50 of your best skills and have your colleagues endorse you.

Skills & endorsements

Add a new skill



Take assessment

Public Relations · 6

Alyxandria Butt and 5 connections have given endorsements for this skill

Social Media · 9

Alyxandria Butt and 8 connections have given endorsements for this skill

Graphic Design · 9

Alyxandria Butt and 8 connections have given endorsements for this skill

Show more 





let's talk *resumes*





important resume *elements*



CONTACT

Phone number, email, and LinkedIn are the bare minimum. If you have a website- LIST IT!

EXPERIENCE VS INVOLVEMENT

Some involvement can be experience, but not all experience is involvement.

EDUCATION

I love Gaylord too, but this section isn't as important as you might think- even for a new graduate.

AWARDS / ACHIEVEMENTS

Actions speak louder than words. What have you earned? What have you achieved?

SKILLS VS STRENGTHS

Every square inch on your resume is precious. Leave the strengths on your website and focus on hard skills.





FAVORITE RESUME #1

What do you like about Alma's resume?



Alma Cienski

PRODUCER | PUBLICIST | PERFORMER

Contact

- 📞 (405) 949-1075
- ✉️ alma@cienski.com
- @cienski
- 🌐 www.almacienski.com

Achievements

- The University of Oklahoma
- President's Honor Roll (Fall 2017 - Spring 2020)
 - Dean's Honor Roll (Fall 2017 - Spring 2020)
 - Graduated with Special Distinction (May 2020)

Skills

- Microsoft Suite
- Excel (Vlookup, Pivot Tables)
 - Word
 - Powerpoint
- Google Suite
- Google Docs
 - Google Drive
 - Advanced Google Analytics
- Adobe Creative Suite
- InDesign
 - Illustrator
 - Photoshop
- Writing
- Press Releases
 - News Reporting
 - Media Kits
- Research
- Surveying
 - Polling
- Campaign Planning
- Public Relations
 - Social Media
 - Multimedia
- Online
- Website Design
 - Canva

Experience

- IPG Mediabrands | New York, NY
Communications Design Intern, June 2019 - August 2019
- Met with clients on the Keurig Dr Pepper account to plan communications and create competitive brand pulls and flowcharts
 - Worked with Digital, Partnerships, Video, Search and Analytics teams on billing statements, placement names, search term reports and buy summaries
 - Selected for IPG Leadership Academy
 - Winner of the "Perfect Pitch" team project, rebranding Revlon for 18 - 34 demographic

- The Oklahoma Daily | Norman, OK
Video Coordinator and Culture Reporter, August 2018 - May 2020
- Reported daily on events taking place on campus and in the Norman / OKC metro area
 - Produced full stories weekly, including feature stories, Q&As and video projects on local music, food and entertainment

- Oklahoma City Ballet | Oklahoma City, OK
Public Relations Intern, May 2018 - July 2018
- Managed social media (Facebook, Instagram)
 - Met with executive directors to plan PR campaigns for the 2018 / 2019 season
 - Organized file information for summer intensive students

Education

- The University of Oklahoma | Norman, OK
Class of 2020, Overall GPA: 3.90

Bachelor of Arts in Journalism
Gaylord College of Journalism and Mass Communication
Major: Public Relations

Bachelor of Fine Arts in Dance
Weitzenhoffer Family College of Fine Arts
Major: Modern Dance Performance

Extra

- Public Relations Student Society of America (PRSSA)
Fall 2017

- Study Abroad to Barcelona, Spain
Summer 2017





FAVORITE RESUME #2

What do you like about
Victoria's resume?

VICTORIA ANN KING

AWARDS

Dean's Honor Roll
Marvin & Barbara Jirous Scholarship
President's Honor Roll
State Capitol Page
University of Oklahoma
Academic Achievement Award

CAMPAIGNS

Presidential
Marco Rubio
Gubernatorial
Mick Cornett, Kevin Stitt
LT. Governor
Todd Lamb, Matt Pinnell
State Senate
Rob Standridge, Chuck Hall, Stephanie Bice,
Darrel Weaver
State House
Brad Boles, Jon Echols, Marc Etters,
Darin Chambers
Congress
Marco Rubio, Tom Cole, James Lankford
Other
State question 792 campaign volunteer,
county, district & state delegate

INVOLVEMENT

Alpha Chi Omega Sorority
Chaplain, Social Chair, Event Planner,
Programming Chair
Camp Crimson
Small Group Leader,
2016 Outstanding SGL award recipient
Campus Activities Council
Winter Welcome Week Chair,
Soonerthon Programming Exec
OU General Council Member

REFERENCES

Available upon request.

EXPERIENCE

Territory OKC Magazine | Oklahoma City, OK
Territory Assistant Editor, February 2019 - Present
• Brainstorm material, interview clients, converse with clients to sell advertisements, and photograph still content
• Gather information on valuable people, events, or businesses in the OKC metro area

University of Oklahoma Student Media | Norman, OK
Gaylord News Student Staff, 2018 - Present
• Currently producing the 30 minute Thursday show for OU Nightly, and work crew for OU Sports Pad
• Training an assistant on Audio for Game Day U
• Assistant produced, operated cameras, ran audio booth, operated playback and master control. Cut and edited video for the air, wrote stories, shot video for the Tennis Beat, and managed the floor
• Anchored the Health Beat and main news at the desk

WMBF News | Myrtle Beach, SC
Summer News Intern, July 2019 - August 2019
• Shadowed reporters, producers, editors and anchors
• Partnered with the sales and marketing department to sell and place advertisements
• Drafted stories for the Digital Website and social media platforms

KOCO 5 News | Oklahoma City, OK
Summer News and Sports Intern, May 2018 - August 2018
• Aided anchors by writing stories
• Cut sports video from different sources and paired video with correct graphics
• Scheduled daily posts for social media accounts
• Learned how to record stand ups for a newscast

OKGOP | Oklahoma City, OK
Intern, August 2015 - January 2016
• Assisted in planning the 2018 Inaugural Ball at Mayo Hotel in Tulsa and State Convention in OKC
• Strategized the evening events calendar
• Recruited a speaker for the Gala
• Designed and distributed flyers and posters to raise awareness for events
• Organized flower arrangements, table settings, and menus
• Called representatives and raised money by selling tables and booths

EDUCATION

University of Oklahoma | Norman, OK
Master of Public Administration
Expected Graduation: May 2020
Bachelor of Arts in Journalism and Mass Communication
Expected Graduation: May 2020
Bachelor of Arts in Political Science
Graduation: May 2019

SKILLS

Writing, Producing, Microsoft programs, I-News, ENPS, Edius, Final Cut Pro, Research, SPSS, Photography, Social Media, Video Editing, Campaigning, Leadership, Public Speaking, Event Planning, Customer Service





FAVORITE RESUME #3

What do you like about Darbi's resume?

DARBI DOMBROWSKI

PUBLIC RELATIONS PROFESSIONAL



EDUCATION

Bachelor of Arts in Journalism and Mass Communication
The University of Oklahoma
Norman, Oklahoma
• Major: Public Relations
• Minor: Nonprofit Organizational Studies
• GPA: 3.73
• Graduation: May 2020

Study Abroad
Anglo-American University
Prague, Czech Republic
• Duration: Spring 2019

HONORS & AWARDS

The University of Oklahoma
• President's Leadership Class
• Awarded scholarship for study abroad
• Finalist for English Award
• Dean's Honor Roll
- Spring and Fall 2018 + 2020
• President's Honor Roll
- Spring and Fall 2018 + 2020

SKILLS & STRENGTHS

- Canva
- Cision
- Critical Mention
- Google Analytics
- Hootsuite
- InDesign
- Microsoft Office Suite
- Salesforce Commerce Cloud

WORK EXPERIENCE

Mathis Brothers - Oklahoma City, OK
E-Commerce Coordinator, September 2020 - Present
A family-owned furniture business that started in 1960 has a concept that gives the customers a chance to buy the furniture they want at low prices without waiting for a sale. With locations in Oklahoma, Texas, and California, Mathis Brothers is now a household name.
• Helped rebrand the website to create more traction working alongside the owners and executive team
• Wrote SEO copy
• Product tracking optimization
• Inventory management
• Website maintenance
• Created titles and copy for furniture inspiration pages

University of Oklahoma - Norman, OK
Tour Guide, Spring 2018 - Spring 2020
• Included a six month training course on the history of the university

Elevate Communications - Boston, MA
Public Relations Intern, Summer 2019
A team of PR agency professionals whose goal is to leave no stone unturned in securing on-message impressions.
• Provided counsel through Liverpool Football Club (LFC) three-stop pre-season U.S. tour at Notre Dame Stadium, Fenway Park and Yankee Stadium
• Managed media relations for Santander Bank's New England Revolution sports sponsorship program including regional Teacher Appreciation Day and public clinic series
• Coordinated event and event marketing for Blue Cross Blue Shield of Massachusetts corporate sponsorship Bluebikes Summer Fitness Series

OU Student Media - Norman, OK
Account Executive, Fall 2018
• Sold ads for the OU Daily, the University newspaper

Conover Tuttle Pace (CTP) - Boston, MA
Public Relations Intern, Summer 2018
A Boston-based advertising, PR and digital agency that produces award-winning work and measurable results for clients from data-driven insights
• New business development
• Conceptualized event visuals

PAST AFFILIATIONS & MEMBERSHIP ROLES

University Sing
A Broadway-style musical created by 25 student organizations performing to sold-out crowds working towards the goal of becoming an award-winning act.
• 2019 University Sing Executive Committee, 2018 University Sing Head Director, 2017 University Sing Vocal Director, 2016 Lead Role in award-winning University Sing Act

Lindsay + Asp
A student-run Advertising and Public Relations Agency.
• 2019 - 2020 Research Team

Association for Women in Sports Media (AWSM)
A 501(c)(3) organization whose female and male members support the advancement and growth of women - both professional and student - in sports media.
• 2019 - 2020 Social Media Director for OU Chapter
- Planned events for women in the sports world to speak about their experiences, including Erin Andrews
- Updated and maintained content on all social media accounts

Chi Omega Fraternity | Epsilon Alpha Chapter
A steady and consistent guide for Sisters to create a path of purpose and success.
• 2018 Public Relations Chair, 2018 Round Chair Coordinator for Chi Omega Recruitment
- Updated and maintained content on all social media accounts and website



Kayla McCullough

STRATEGIC COMMUNICATION / DIGITAL / DESIGN

- +1 (214) 794 - 0886
- itskaylamcullough@gmail.com
- linkedin.com/in/kaylaamecullough
- kaylamcullough.com

AWARDS & ACHIEVEMENTS

Gaylord College of Journalism and Mass Communication

- Accepted into Gaylord's 4+1 Program
- Awarded a full graduate tuition waiver
- Graduated with distinction in May 2020
- Selected to be a Gaylord graduate assistant

The University of Oklahoma

- Alpha Lambda Delta National Honor Society
- President's Honor Roll

INDUSTRY CERTIFICATIONS

Google

- Advanced Google Analytics
- Fundamentals of Digital Marketing
- Google Ads Certifications

Hootsuite

- Hootsuite Platform Certification
- Social Marketing Certification

Muck Rack

- Fundamentals of Media Relations
- Fundamentals of Social Media

SKILLS

- Adobe Creative Suite
- Blogging
- Brand Development
- Campaign Planning
- Cision
- Client Management
- Content Creation
- Copywriting
- Crisis Communication
- Influencer Marketing
- Photo Editing
- Press Pitching
- Social Media Marketing

EXPERIENCE

Blush Norman | Norman, Oklahoma

Influencer Marketing Coordinator, August 2020 - Present

- Conducted research and designed/executed/analyzed a full influencer marketing campaign
- Served as the primary point of contact for influencer correspondence
- Coordinated and oversaw all influencer gifting

ZippiVet | Austin, Texas

Social Media Manager, June 2020 - Present

- Established a clear and consistent online presence for ZippiVet on major social media platforms
- Used Hootsuite to plan, create and schedule engaging social media content
- Worked directly with the CEO and CFO to design company social media strategy

Souped Up Resumes / Kayla Creative Co. | Frisco, Texas

Graphic Designer and Founder, May 2019 - Present

- Managed client orders and worked to deliver product with a quick turnaround time
- Used skills in copywriting and graphic design to create custom resumes for clients in a variety of industries
- Featured in a Wall Street Journal article discussing the future of resume trends and design
- Used the Adobe Creative Suite and Procreate to create custom minimalist portraits for clients

Selfies & OOTDs | selfiesandootds.com

Fashion and Lifestyle Blogger, February 2019 - Present

- Created original fashion and lifestyle content using WordPress and Instagram
- Engaged with my audience and other bloggers to establish relationships and form a community
- Accepted into the rewardStyle/LIKEtoKNOW.it program

Tart-a-licious French Desserts | Plano, Texas

Social Media Intern, April 2020 - June 2020

- Solidified brand identity and brand messaging strategies across all platforms
- Designed social media marketing campaigns to align with national holidays and events
- Created social media calendars and content for Facebook, Instagram, LinkedIn and the company blog

bread & Butter | Austin, Texas

Public Relations Intern, May 2019 - August 2019

- Crafted effective press pitches to position clients in a way that was appealing to journalists
- Conducted celebrity and influencer research for promotion of client products
- Assisted in the composition of client communication plans and other client branding projects

Blush Norman | Norman, Oklahoma

Public Relations Intern, January 2019 - May 2019

- Gained experience in fashion public relations
- Created a company press kit to enhance media relations
- Conducted a social media campaign with a goal of increasing membership in their VIP Facebook group

EDUCATION

Master of Arts in Strategic Communication

The University of Oklahoma | Norman, Oklahoma

Concentration: Public Relations | Current GPA: 4.0 | Expected Graduation: May 2021

Bachelor of Arts in Journalism and Mass Communication

The University of Oklahoma | Norman, Oklahoma

Major: Public Relations | GPA: 3.7 | Graduation: May 2020

PAST AFFILIATIONS & MEMBERSHIPS

OU PRSSA | The Pride of Oklahoma Marching Band | Tau Beta Sigma Sorority

take me
for example...





acing the *interview*



1. DO YOUR HOMEWORK

Research the company past the basics. What is their history? What markets are they in? What is the name of the CEO? Have you seen them in an article recently?

2. UNDERSTAND THE "STAR" METHOD

Answer behavioral interview questions by focusing on the situation/task/action/result. These questions usually start similarly to "Tell me about a time when..."

3. ALWAYS HAVE QUESTIONS

"Do you have any questions for me?" The answer should always be yes. My personal favorite is "What does success look like in this role?"

my top
interview tips





last-minute *advice*

1. DRESS TO THE COMPANY CULTURE

If the CEO shows up in her leggings most days, you don't need to pull out your suit. Particularly in creative industries, sometimes business casual is just fine.

2. FAKE IT 'TIL YOU MAKE IT

Your mind can't tell the difference between nervousness and excitement. Tell your mind that what you're feeling is excitement and it will believe you.

3. THANK YOU NOTES ARE ALWAYS APPRECIATED

Follow-up your interviews with a personal email to your interviewer highlighting what you talked about and thanking them for their time. It goes a long way.





let's *connect!*

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any
questions?

let me help you!

