

CONTACT

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EDUCATION

Bachelor of Arts in Public Relations
Minor in Marketing
Auburn University - Auburn, AL
3.78 GPA, Dean's List for 4 Semesters
Honors College Fall 2019-Fall 2020

SKILLS

Social Media Marketing
(HubSpot Academy Certified)

Content Marketing
(HubSpot Academy Certified)

Adobe Creative Suite

Graphic Design

Video Production and Editing

Persuasive Communication

Public Speaking

Creative Problem Solving

HONORS & AWARDS

Auburn Speaks Public Speaking Competition - 3rd Place

Auburn Student Government Association Cabinet Member of the Year - 2021-2022

Lambda Pi Eta Communication Honor Society

The National Society of Leadership and Success

EMELINE JONES

Passionate | Driven | Creative



EXPERIENCE

Auburn University Office of Student Involvement
Communications and Marketing Intern | March 2021-Present | Auburn, AL

- Developing and executing communication and/or marketing plans to promote Student Involvement efforts
- Evaluating the effectiveness of OSI's current communications, public relations, and marketing programs
- Collaborating with student leaders, graduate students, and coordinators

Katie Britt for United States Senate Campaign

Intern | May 2022-August 2022 | Montgomery, AL

- Organized correspondence to donors and other political figures
- Planned and decorated election night watch parties for Primary and Runoff elections
- Took notes during all-team meetings to be distributed to offices across the state

Girl Scouts of Southern Alabama

Communications and Media Intern | May 2021-August 2021 | Montgomery, AL

- Fostered and maintained relationships with local media contacts
- Wrote weekly blog posts featuring outstanding Girl Scout alumnae
- Edited press releases announcing fundraising events and service opportunities

Karyzma Agency

Virtual Public Relations Intern | October 2020-January 2021 | Ontario, Canada

- Planned company events and holiday parties
- Created Electronic Press Kits for various clients
- Organized meetings and communication strategies with other interns

LEADERSHIP

Auburn Student Government Association

Assistant Vice President of Media Operations | March 2021-March 2022

- Managed the official SGA Instagram account
- Lead a team of eight directors
- Created marketing strategies for the four branches of SGA Cabinet
- Absorbed the role of Executive Vice President of Communications and Marketing

Director of Media | March 2020-February 2021

- Planned and executed photo and video shoots for various SGA events and programs
- Edited pictures and videos with Adobe Photoshop and Lightroom and Adobe Premier Pro
- Created graphics and printed materials using Adobe Illustrator

Auburn University Panhellenic Council

Director of Social Media | November 2020-November 2021

- Managed the official Auburn Panhellenic Instagram and Facebook accounts
- Organized meetings with the Public Relations chairs of all 18 National Panhellenic sororities
- Promoted philanthropy events for the Panhellenic Council and each individual chapter

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Date

Recipient Name
Company Name
Street Address
City, State, Zipcode

Dear Hiring Manager:

As a Public Relations major at Auburn University, I was delighted to have been presented with the opportunity to connect with you. Living on campus in a residence hall was one of the most rewarding experiences of my freshman year, and I would love to help you market this experience to other young professionals. Working in New York City has been a dream of mine for as long as I can remember, and after doing some more research into your company, I could not think of a better place for me to put my talents to use.

During my short tenure at Auburn so far, I have been able to grow my social media skills through my positions on Panhellenic Council and Student Government Association. Managing Instagram accounts with 11.4K followers and 5K followers respectively has taught me the importance of checking insights and posting on a schedule that maximizes reach to our followers. Last year these efforts paid off when Auburn SGA saw an 18% increase in following and in just the past month, Auburn Panhellenic has reached 22.5K accounts and had a 40% increase in content interactions from the previous month. These positions have also increased my photography and videography skills at both planned shoots and campus events.

I am also gaining experience in Public Relations and Marketing specific fields as my course work has become more major oriented. My Newswriting class is teaching me how to form clear and concise briefs and my Persuasion class is helping me utilize more effective vocabulary in my written and oral communication. Public speaking has also been a passion of mine from a young age, and my public speaking professor reached out to me personally to invite me to compete in our university public speaking competition, where I finished in 3rd place. Finally, my Case Studies class has me studying past Public Relations crisis management to better understand how to respond during a time of crisis.

Being a quick learner who loves challenges, I know I will thrive under any direction given to me through this opportunity. I feel that my adaptability and ambition make me a strong candidate for this position, and therefore look forward to the possibility of working with Educational Housing Services. I have attached my resume, which further details my skills and education. Thank you for your time and consideration.

Sincerely,



Emeline Jones