

emilie sims

PUBLIC RELATIONS & MARKETING

CONTACT

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Waco, TX 76706

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EDUCATION





Bachelor of Arts in
Journalism, Public Relations &
New Media

Concentration: Marketing
Baylor University | Waco, TX
GPA: 3.74/4.00

SKILLS

InDesign
Photoshop
Illustrator
Spanish (working proficiency)
Social media
Feature writing
News writing
AP style, copy editing
Organization

CONNECT

 /emiliesims
 /emilieksims
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EXPERIENCE

Public Relations Assistant

Four Columns Marketing | August 2015 – present | Waco, Texas

- Wrote and distributed press releases; created and managed blog content for various clients; developed editorial calendars for clients; created and scheduled social media content; assisted in planning events each month; brainstormed and implemented marketing and editorial content ideas; participated in client meetings and assisted with strategy development.

Recruiting/Human Resources Intern

Heartland Payment Systems | May 2015 – August 2015 | Plano, Texas

- Corresponded between managers and candidates to schedule interviews; managed social media for the company's career pages.

Communications Intern

The Dwyer Group | January 2015 – May 2015 | Waco, Texas

- Created and scheduled social media content; wrote press releases, blog posts, video and radio scripts; built media lists on Vocus; wrote articles for *My Home Life* e-magazine.

Staff Writer

The Odyssey Online | April 2014 – January 2015 | Olympia Media Group

- Wrote creative articles of 500+ words; adhered to weekly deadlines.

Mission Friends Assistant Teacher

First Baptist Woodway | September 2014 – present | Woodway, Texas

- Assisted with teaching lesson; supervised and assisted in activities.

ACTIVITIES

Public Relations Student Society of America | September 2014 – Present

- *Public Relations Director, January 2015 – May 2016*

Zeta Tau Alpha | January 2013 – Present

- *Public Relations Chair, January 2015 – December 2015*

Study Abroad (Florence, Italy) | May 2014 – July 2014

Freshman Class Council | August 2012 – May 2013

HONORS

Dean's Academic Honor List (Spring 2013, Spring 2014, Spring 2015, Fall 2015)

Hope Miller Scholarship

Mr. & Mrs. Carmage Walls Scholarship

President's Gold Scholarship

2nd Place, Best Marketing Plan Prize, AT&T Marketing Innovation Competition

Best Innovation Prize, AT&T Marketing Innovation Competition

Alpha Lambda Delta Honor Society