

ABIGAIL L MEYERS

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OBJECTIVE

To secure a position working in public relations, advertising or marketing.

EDUCATION

Flagler College, St. Augustine, FL May 2014
Bachelor of Arts in Communication, emphasis in Public Relations
Minors in Advertising and Marketing

George Mason University, Washington D.C. June/July 2013
The Fund for American Studies; Institute of Political Journalism
Studied free-market principles and the importance of fair and accurate press
Participated in professional development series and networking opportunities

EXPERIENCE

Dow Advantage Public Relations Group- Assistant Account Executive, St. Augustine, FL Spring 2014
-Assisted with the planning and execution of fundraisers for Home Again St. John's
-Prepared various forms of public relations writing pieces and marketing materials for client

The Flagler Agency-Account Executive, Flagler College Spring 2014
-In charge of the development of a strategic communication plan for the 2014 Heritage Book Festival
-Oversaw all aspects of the plan and made sure it was completed in a professional and timely manner
-Developed a press kit for the 2014 Florida Heritage Book Festival press conference

St. Augustine Film Festival-Public Relations Intern, St. Augustine, FL Winter 2013/Spring 14
-Promoted film festival through guerrilla marketing, target marketing and social media to raise awareness
-Managed events with over 200 attendees

CRC Public Relations-Research Associate, Alexandria, VA Summer 2013
-Provided senior staff with research support on behalf of current accounts
-Conducted public relations affairs, media research, branding and marketing for various clients

Flagler College Student Athlete Advisory Committee-President, Flagler College Fall 2011 to Spring 2014
-Held meetings that discussed issues and opportunities in the athletic department
-Developed communications strategies and project timelines for fundraising efforts
-Contributed blog posts to the Peach Belt Conference Athlete Blog

Sustainable North Florida-Social Media Correspondent, Jacksonville, FL Spring 2013
-Managed content and design of Twitter page
-Hosted Tweet Ups at local sustainability events

Sioux Falls Sports Authority-Marketing Aid, Sioux Falls, SD Summer 2012
-Created and managed all social media accounts
-Organized meetings with sponsors for special events
-Contributed content and design to new website

AWARDS AND LEADERSHIP

Flagler College Public Relations Student Society of America, Executive Board (2014) - Omicron Delta Kappa National Leadership Honor Society (Fall 2013) - Award for Excellence in Communications and Public Relations (Institute of Political Journalism 2013) - Lambda Pi Eta Communication Honor Society (2013 to present) - Dean's List (2011 to Present) - Peach Belt Academic Honor Roll (2012 to Present) - Flagler College Volleyball Team Captain (2013) - Flagler College Volleyball MVP(2013)

TECHNICAL SKILLS

Adobe Creative Suite, Final Cut Express, Google Analytics, Google AdWords, Google Insights, Vocus, Blogger, Wordpress, Audacity, Facebook, LinkedIn, Pinterest, Podcast, Twitter

REFERENCES

Jeremy Little
Senior Account Executive, CRC Public Relations
(703) 683-5004
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Joe Starrs
Director, Institute of Political Journalism
(202) 986-0384
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