

EMILY TALKA

public relations and marketing

CONTACT

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 emily-talka

PROFESSIONAL SKILLS

AP style

Google Analytics

Proficiency in HTML

SEO

Hootsuite certified

Social media strategy

Marketing

Web content development

Copywriting

Corporate blogging

Project management

Microsoft Office

Layout design

Organization

Photo editing

Market research

PERSONAL SKILLS

Creative spirit

Reliable and professional

Organized

Time management

Team player

Fast learner

Motivated

Communication

AWARDS

PRCA Medallion Award

Award of Excellence

2017

EDUCATION

Auburn University | 2014 - 2018

MAJOR: PUBLIC RELATIONS

MINOR: MARKETING

H.B. Plant High School | 2010 - 2014

TAMPA, FLORIDA

WORK EXPERIENCE

PUBLIC RELATIONS/MARKETING INTERN

TRINDGROUP

January 2017 - April 2018

- Write and proof copy for social media posts, blog posts, collateral pieces and other traditional and digital promotional materials
- Develop public relations and marketing strategies for various types of clients to promote business and increase brand awareness
- Assist with daily studio tasks

GROUP FITNESS INSTRUCTOR

Auburn University Recreation and Wellness Center

January 2017 - April 2018

- Lead the popular Butts and Guts class format
- Teach the TRX fitness program
- Obtained a Red Cross adult CPR/AED certification

SOCIAL MEDIA INTERN

Lee County Humane Society

September 2016 - November 2016

- Took photos and wrote copy for posts on Instagram, Twitter and Facebook to increase adoption rates
- Utilized Hootsuite to schedule content and manage multiple social media platforms

SENIOR COUNSELOR

Riverview Camp for Girls

Summer 2013 - Summer 2017

- Aided in facilitating daily activities
- Watched over and cared for girls ages 6-16