

Whitney S. Jones

Public Relations and Marketing
www.whitneysjones.com

Relevant Work Experience

Education

Auburn University
Graduated May 2015
B.A. in public relations
Minor in marketing

Skills

- Adobe Photoshop & InDesign
- HTML & CSS
- Microsoft Office
- Content Management Systems
- Social media management software
- Digital contest software

Awards

2014: Fox Sports U
campaign competition
2013: PRSSA
Medallion Award

Projects

- NASCAR + Fox Sports 1
- Auburn University Department of Geography and Geology Survey Research
- Digital Portfolio
- Surfers for Autism event proposal

BIS Designs, Inc.

Robertsdale, Alabama

Digital Marketing Specialist July 2015- current

- Manage all social media activities for clients (content, graphics, posts, contests and campaigns)
- Responsible for all department duties and tasks
- Provide email marketing and blog content and curation for clients
- Worked independently without direct supervisor

Auburn University School of Forestry and Wildlife Sciences

Auburn, Alabama

Public Relations Intern August 2014- December 2014

- Updated online blog
- Edited and shot student videos and theses
- Assisted with daily tasks and responsibilities of PR director

Mary Crotty Public Relations- Dublin, Ireland

Public relations Intern June 2014 - August 2014

- Assisted in client ROI evaluations
- Compiled social media "mention" portfolios for clients
- Assisted with general PR tasks and responsibilities

The Corner News- Auburn, Alabama

Public relations/Marketing Intern August 2013- May 2014

- Assisted with marketing activities
- Wrote for online blog

AT&T/ EdVenture Partners- Auburn, Alabama

Project Coordinator January 2014-May 2014

- Worked with AT&T and EdVenture Partners to manage and oversee Auburn student-ran marketing firm
- Coordinated tasks and duties of each of firm's departments and their functions
- Acted as liaison between AT&T client and marketing firm: weekly calls and online updates
- Worked to keep firm organized and on-task throughout pre- and post-campaign

Bellingrath Gardens and Home- Theodore, Alabama

Public relations/Marketing Intern: May 2013- August 2013

- Assisted in event planning and execution of events