

Haley Lauren Lowe

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Education GPA: 4.0

Georgia College & State University Summa Cum Laude May 2012
Mass Communication Major Concentration in Public Relations with Marketing Minor

Internship Experience

Eatonton-Putnam Chamber of Commerce • August 2011-December 2011

- Wrote copy for monthly newsletter and annual business report, as well as press releases for various chamber events and local businesses while performing reception tasks.
- Assisted with the recruitment and retention of chamber members through events, phone calls, designing materials, and personal visits.
- Designed promotional materials for local businesses and attractions.

BlueCross BlueShield of Tennessee • May 2011- August 2011

- Wrote a series of wellness profiles featuring employees.
- Composed corporate announcements, news and feature articles for the company Intranet
- Assisted staff with press releases, events, photography, survey analysis, Twitter and Vocus PR.

Career Related Experience

Career Center Hour DJ on WGUR The Edge 95.3 FM • January 2012- May 2012

- Prepare and produce an hour-long radio show interviewing guests and presenting information to help college students in their job search.

Public Relations Student Society of America Special Events Co-Chair • February 2011- February 2012

- Responsible for planning and promoting various special events for the chapter.

Spectrum PR Student-Run Agency • February 2011- February 2012

- Responsible for media relations and event execution for the GIVE Center Ribbon Cutting.
- Planned and executed the Georgia College Softball Alumni Game and Banquet.

Hay House Campaign, Macon, Ga. – Special Events Account Executive • August 2011-December 2011

- Lead the team coordinating all special events in the efforts to rebrand the organization.

University Choral Ensembles Public Relations Specialist • August 2010-May 2011

- Wrote press releases for concerts and events, maintained recruiting lists, and designed posters.

Other Work Experience

Abercrombie & Fitch: Sales Associate • December 2009- March 2011

- Maintained store appearance and brand image while providing customer service.

Awards and Distinctions

Phi Kappa Phi

PRSSA Gold Key Award Nominee 2012

Lambda Pi Eta Communications Honor Society: President 2011-2012

- Responsible for planning and executing events for the chapter.

2010-2011 Pauline Kelly Alumni Scholarship Recipient

Skills Vocus PR, Adobe Photoshop, Adobe Web Premium, social media, event planning

Please view my online portfolio at www.haleylowe.weebly.com