

Abby Broom

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Auburn, AL 36832

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Education:

Auburn University; Auburn, Alabama
Bachelor of arts in public relations
Business minor
Spring 2016

Key Skills:

- Basic HTML & CSS
- Hootsuite
- WordPress
- Hubspot (Inbound Certified)
- Facebook, Twitter, Instagram (Social Media Marketing)
- AP Style
- Multitasking
- Press Releases
- Storify
- Info graphs
- SEO
- Interviewing
- Magazine and feature writing
- Event planning
- Communications and relationship building
- Public speaking
- Blogging
- GIF creation
- Qualtrics/Survey
- Microsoft Office and basic computer skills

Experience:

Internship: Inner Spark Creative (Marketing firm)

January 2016-Present

- Curate quality content for client social media accounts
- Create and manage social media content calendars
- Program and schedule social media posts in Hootsuite
- Sit in on client meetings and conference calls (Client interactions)
- Track effectiveness of marketing strategies through analytics tools

Internship: Verge Pipe Media (Marketing firm):

June 2015-November 2015

- The use of Hubspot and Wordpress for blogging
- Creating engaging content for higher education clients
- Creating engaging content for VPM and VPM Academy
- Social Media content calendars and content creation
- Developing campaign ideas for VPM and for clients

Activities: *Treasurer* of the Public Relations Student Society of America (Auburn Chapter)- Present

Study Abroad:

Public relations study abroad; London (May 2015)

London business visits to Amazon, Raytheon, Daily Mirror and Ogilvy PR

Relevant Coursework:

Major: Reporting, News writing, Sports Media, Strategic Communications, PR Campaigns, Style and Design, Survey Research Methods, Writing for Public Relations, International PR

Minor: Marketing, Business management, Accounting, Finance

Other Experience:

Food service and Customer Service: The Draft House (Auburn, AL): October 2015- Present

Food service and Customer Service: Halftime Sports Bar (Auburn, AL): January 2015- October 2015

Food service and Customer service: KJ's Seafood Steaks and Oysters (Auburn, AL): June 2012-January 2015

Professional References

- Jarrett Moore, Creative Director at Inner Spark Creative
Inner Spark Creative
1735 E University Drive Ste 104
Auburn, AL 36830
(334) 826-7502
Jarrett@innersparkcreative.com
- Lauren Reichart Smith, Associate Director of Public Relations
Auburn University
107 Tichenor Hall
Auburn, AL 36849
334-844-7272
lms0021@auburn.edu
- Don Crow, Founder and CEO of Verge Pipe Media
Verge Pipe Media
418 S Gay Street
Auburn, AL 36830
334-740-0042
don@vergepipemedia.com
- John(Chip) Moore, President
Highland Commercial Mortgage
33 Inverness Center Parkway, Suite 140
Birmingham, AL 35242
205-266-0272
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Note: member of the Auburn University athletic advisory committee

- Kristen Barr, Restaurant and Bar Owner
Montgomery, AL
334-462-8259