

Zoe Hughes

www.zoephughes.com

contact

Phone 205-227-8126
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Portfolio www.zoephughes.com

education

Auburn University
BA in Public Relations

Major GPA of 3.6/4.0 May 2018

skills

- Research
- Time Management
- Social Media
- HTML and CSS
- Microsoft Office
- Marketing
- Written Communication
- AP Style

social

 @zoehughes410

 zoehughes410

 fb.me/zoehughes410

experience

TRINDGROUP | PR/Marketing Intern

August 2017 - May 2018

- Created and distributed press releases to media contacts.
- Conducted industry research relevant to the client.
- Wrote and edited copy for emails, ads, web and collateral pieces.
- Utilized Hootsuite to manage social media (Facebook, Twitter, Instagram, Pinterest, LinkedIn, Snapchat, Youtube, etc.) for various B2B clients.
- Contributed ideas for new marketing campaigns for clients.
- Navigated platforms such as Cision and Basecamp.
- Targeted research for clients including audits and competitive analyses.
- Managed time effectively to handle media relations inquiries.
- Brainstormed brand identity strategies with team members.

Renegade Radio Nashville | PR Intern

May 2017 - August 2017

- Created schedules for artist performances.
- Developed and managed social media content to increase engagement with followers.
- Coordinated artist lineup during shows under the supervision of the stage manager.
- Prepared blog content.

Project Uplift | Roamer/Office Assistant

August 2016 - December 2017

- Project Uplift is an agency governed by the Lee County Youth Development Center that focuses on bettering the lives of underprivileged children in the Auburn/Opelika area through mentorship.
- Visited children on the waiting list to ensure they felt cared about while they were waiting to be placed with their volunteers.
- Promoted/marketed the program through social media use to recruit future volunteers.
- Generated content for the Facebook page.