

REBECCA HERIN

MASS COMMUNICATION STUDENT

BATON ROUGE, LOUISIANA

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SKILLS

- AP style writing
- Audio editing
- Public speaking
- Adobe InDesign
- Canva
- Facebook Business Manager
- Google Analytics

AWARDS

- Dean's List student from 2019 to present
- Recipient of the Morris B. Overton Scholarship
- Recipient of the St. Joseph's Academy Service Award

ACADEMIC HISTORY

LOUISIANA STATE UNIVERSITY

Bachelor of Arts in mass communication, May 2023

- Concentration in public relations
- Minor in business administration
- Member of the Public Relations Student Society of America
- Member of LSU's 2022 Bateman Case Study Competition team
- 3.5 GPA

CAREER HISTORY

COMMUNICATIONS INTERN

United Methodist Foundation, August 2021 - Present

- Contribute to the publishing of website content and newsletters
- Help organize webinars and seminars for multiple publics
- Monitor and create social media content
- Design and implement campaigns

SALES ASSOCIATE

Pandora, December 2021 - June 2022

- Met daily sales goals regularly
- Sold the most product in store per hours worked in March
- Gained the most Pandora credit card subscriptions in April

NATIONAL BATEMAN CASE STUDY COMPETITION

Louisiana State University, November 2021 - May 2022

- Researched, planned, implemented and evaluated a public relations campaign for the Lymphoma Research Foundation within a team of six LSU public relations students
- Hosted a fundraiser event and raised over \$2,000 for the Lymphoma Research Foundation
- Received a score of 98/100 and an honorable mention from the judges

SOCIAL MEDIA SPECIALIST

HungryChild Lifestyle Co., May 2021 - August 2021

- Gained a 26% increase in Instagram followers
- Monitored and created social media content
- Published and managed Facebook, Instagram and Snapchat advertisements

NEWS REPORTER

91.1 KLSU, August 2019 - October 2019

- Pitched, recorded and reported a story every week
- Produced compelling story ideas for target audience
- Edited audio
- Interviewed guests