

# MARY MARTIN

# SHOOK

## CONTACT INFORMATION

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## RELEVANT COURSEWORK

Introduction to Marketing, Introduction to Public Relations, Public Relations Administration, Public Relations Communication, Digital and Social Communication Strategies, Public Relations Research, New Media Production, Graphic Communications, Sports Communication, Fundamentals of Fashion Merchandising and Retail, Survey of Accounting

## RELEVANT SKILLS

Google Analytics  
Beginner InDesign  
Beginner Photoshop  
Event Planning  
Social Media (Facebook, Twitter, Instagram)  
Microsoft Office  
Beginner Web Coding

## REFERENCES

Available upon request

## EDUCATION

Bachelor of Arts in Journalism  
Major, Public Relations | Minor, Fashion Merchandising | New Media Certificate  
University of Georgia, Athens, GA  
Expected graduation, May 2018 | GPA: 3.73  
London Study Abroad Tour, summer 2016

## EXPERIENCE

### FORE GEORGIA, DIGITAL MARKETING INTERN | CURRENT, MARIETTA, GA

- Post daily press releases on website, Facebook, and Twitter, utilizing WordPress, to update site information for FORE Georgia, an online news source for the Georgia golf community
- Create effective messaging using language, graphics and marketing collateral

### FARBLACK, PR/FASHION INTERN | SUMMER 2016, LONDON, ENGLAND

- Worked an event for Candid Magazine, London's leading global menswear magazine, responsibilities included event set up and decor, checking in guests and monitoring the VIP section
- Assisted with The Grooming Room, an event for press, VIPs, celebrities and fashion influencers, helped clients setup their stations, checked in guests for appointments and managed the celebrity gifting suite
- Researched and gained professional relationships with up-and-coming beauty and fashion brands interested in participating in The Grooming Room for London Fashion Week

### LANDMARK COMMUNICATIONS, INTERN | SUMMER 2015, ATLANTA, GA

- Created original press releases and assisted with managing social media pages to increase engagement for selective clients
- Planned a fundraiser for Georgia State Representative, Brad Raffensperger by organizing and managing guest invites, contacting strategic donors, and ensuring the event ran proficiently and smoothly

### URBAN OUTFITTERS, SALES ASSOCIATE | SUMMER 2015, ATLANTA, GA

- Increased sales knowledge by efficiently greeting and referring styles for a multitude of customers, as well as completing day-to-day tasks

## MEMBERSHIP & INVOLVEMENT

### PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA | FALL 2016-PRESENT

- Selected to serve on the Recruitment committee to plan and execute events and campaigns to encourage students to join the largest chapter in the country, ultimately influencing over 278 students to join
- Participated in ADPR connection, a student networking event, served on the host and decor committee in charge of decorating the space as well as greeting and assisting professionals in attendance

### CHI OMEGA, MU BETA CHAPTER | FALL 2014-PRESENT

- Selected to lead a cabinet of members in all of our chapter's marketing activities including our website, Facebook, Twitter, Instagram and Tumblr