EMILY CAROLINE SIMMONS

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EDUCATION

August 2006 - May 2010 **The Pennsylvania State University** **University Park, PA**
B.A. in Advertising and Public Relations
Business and Liberal Arts, Psychology minors
- Graduated with distinction, 3.8 GPA, dean's list 2006-2010, Phi Kappa Phi and Golden Key Honor Society

PUBLIC RELATIONS EXPERIENCE

June 2010 – Present **Brunner** **Pittsburgh, PA**
Public Relations
- Measure media hits and create presentation for the Cherokee Inspired Comfort Award
- Assist with team projects and participate in career advancing seminars

January 2010 - Present **The Bryce Jordan Center** **University Park, PA**
Marketing Assistant
- Assist in marketing for Rascal Flatts, Breaking Benjamin, Drake, Alan Jackson and Carrie Underwood
- Analyze and measure effectiveness of advertising through ticket sales
- Created media lists of 437 radio stations and 164 newspapers for the PIAA Basketball Championships

March - May 2010 **Borough of State College** **State College, PA**
2010 Census Intern
- Planned March to the Mailbox with Mayor Elizabeth Goreham and Penn State President Graham Spanier
- Corresponded with Penn State administration and the U.S. Census Bureau to coordinate awareness efforts

August - December 2009 **The State Theatre** **State College, PA**
Public Relations Intern
- Researched artists and wrote press releases, event schedules, programs and electronic press kits.
- Developed cross promotional strategies to increase sales of struggling shows
- Created sponsor packets and press kits for the 2010 Summer Drama Academy

June - August 2009 **Volunteer Alexandria** **Alexandria, VA**
Youth Program Intern
- Developed and implemented marketing and communications plans for "The Big Event" youth service day
- Updated social media Web sites and suggested ways to increase effectiveness on Twitter and Flickr
- Supervised and managed two high school interns and seven youth committee members on a daily basis

May - August 2008 **Hudson Institute** **Washington, D.C.**
Public Relations and Marketing Intern/Editorial Assistant
- Assisted in the planning and execution of various international and political weekly events
- Organized and maintained targeted media lists for all research areas

LEADERSHIP IN CLUBS AND ORGANIZATIONS

September 2009 – May 2010 **Happy Valley Communications** **University Park, PA**
Account Executive
- Assisted in organizing the first independent student-run public relations firm (official in November 2009)
- Managed and organized Account Associates and communicated updates with the Firm Directors

August 2007 – May 2010 **Public Relations Student Society of America** **University Park, PA**
2009-2010 Director of Public Relations
Event planning committee member
- Updated PRSSA members via weekly e-mails, Twitter and Facebook—expanded social media presence
- Edited communications and event planning committee press releases, pitch letters, blogs and newsletter articles

August 2006 – May 2010 **Volé, Penn State Ballet Club** **University Park, PA**
2009-2010 Publicity Chair
THON Committee member
- Expanded social media presence through Facebook, Flickr and redesigning the website
- Responsible for all fundraising, publicity and assisting in semester show performance

April 2009 – April 2010 **Advanced Vehicle Technologies Team/EcoCAR** **University Park, PA**
Business Coordinator and Public Relations Committee
- Solicited sponsors and donors, assisted with coordinating outreach efforts, planned and executed marketing objectives

ADDITIONAL SKILLS

- Campaign planning and media relations
- Social media and blogging
- Working knowledge of Photoshop, InDesign and DreamWeaver
- Proficient with PRTrak and Cision
- Basic HTML skills
- Proficient in Microsoft Office applications