

Alaina Stewart

**PUBLIC RELATIONS
PRACTITIONER**

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Education

MURRAY STATE UNIVERSITY

Bachelor of Science in Public Relations
Minors in Sociology and Advertising

Cum Laude | ACEJMC Accredited

Skills

Verbal and Written Communication

Social Media Campaigns & Analytics

Graphic Design

Adobe Creative Suite

Microsoft Office, MAC Applications, Google Programs

Organizational Skills

Time Management

Event Coordination

Public Speaking

Related Experience

C&F MARKETING

Marketing & Digital Media Intern | August 2016 - May 2017

- Devise and implement strategic plans to get prospects to commit to Racer football and Murray State University
- Develop communication plans to reach potential players and their influencers
- Create and distribute promotional material through print and social media channels
- Assemble and maintain prospect /client databases

CAMPAIGN TO CHANGE DIRECTION

Bateman Case Competition | August 2016 - April 2017

- Create a complete public relations campaign to change the culture of mental health on Murray State's campus
- Compile and analyze primary and secondary research
- Implement campaign strategies and tactics within the community

ROTECH HEALTHCARE

Patient Care Coordinator II | April 2014 - May 2017

- Provide emergency service for patients needing assistance
- Communicate with patients, hospital workers and Rotech employees nationwide to solve problems and maintain patient satisfaction

Academic Experience

PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA

Event Coordinator | January 2015 - April 2017

- Responsible for homecoming, member retreats and other events
- Head of event planning and fundraising committees
- Member of the student firm

ALPHA GAMMA DELTA

Public Relations Coordinator | December 2015 - December 2016

- Develop a public relations plan for the chapter
- Organize and promote chapter events around campus
- Write press releases and news alerts to local media outlets

Telecommunications Coordinator | Dec. 2014 - December 2015

- Manage all of the organization's social media accounts
- Design content and promotional material for the chapter

EXPERIENCE ABROAD, LONDON, UNITED KINGDOM

- Create and maintain a blog based on travel experiences and media relations
- Design and implement a social media campaign