Emily Carter | Public Relations

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Professional focus on brand messaging, visual storytelling, and the development of strategic communication campaigns. Experienced in internal communications, digital content creation, and cross-platform storytelling.

EDUCATION

The University of Georgia, Athens, GA — May 2026
Bachelor of Arts in Public Relations
Minor in Sociology | Certificate in New Media
Member of the Public Relations Student Society of America

RELEVANT COURSE PROJECTS

Athens Parent Wellbeing Campaign

- Developed campaign strategy for a 4-month initiative supporting Athens Parent Wellbeing, including event planning and audience-focused messaging
- Created and managed content calendars to coordinate weekly programming and highlight classes offered
- Increased social media engagement through targeted posts, storytelling, and platform-specific optimization
- Built a comprehensive communications plan outlining goals, messaging, and newsletter distribution strategies

New Media Capstone

- Collaborated with UGA's Franklin College to design a digital tool using artificial intelligence to streamline the academic advising process
- Conducted UX research to identify student needs and inform interface design and functionality
- Developed prototypes demonstrating AI-driven recommendations and workflow improvement.
- Presented findings and technical documentation to faculty stakeholders to support future implementation

SKILLS

Mass Communication Skills

- Press release writing (AP Style)
- Brand messaging & visual storytelling
- Campaign strategy & development
- Social media content creation & scheduling
- Internal communications & executive messaging

Technical Skills

- Adobe Creative Suite (Photoshop, Illustrator)
- Canva (presentations, marketing collateral, social graphics)
- Google Analytics (audience insights & engagement tracking)
- CMS platforms & basic HTML/CSS
- Intranet Optimization and analytics

COMMUNICATIONS EXPERIENCE

Direct Travel — Internal Communications Internship — May 2026 – August 2026

- Drafted and sent executive announcements and company-wide internal updates
- Managed full-cycle newsletter production and distribution to 5,000+ employees
- Supported development of communication plans for company-wide initiatives
- Wrote and published intranet articles and news posts to enhance employee engagement

ADDITIONAL WORK EXPERIENCE

The Georgia Club, Statham, GA — Food and Beverage — May 2025 – Present

- Take and manage guest orders in a high-volume club setting
- Collaborate with team members to ensure efficient service