

Polly Relation

Lynchburg, VA 24501 / (434) 582-2090 / p.relation@gmail.com / www.linkedin.com/in/polly-relation

SUMMARY OF QUALIFICATIONS

- Strategized with team members on 7+ social media campaigns, increasing donor giving by 64%
- Provided administrative support to staff in the execution of social media strategy for 20+ projects
- Accumulated 1500+ hours of hands-on training in integrated marketing communication
- Developed a year-long, dual-tactic team advertising campaign that won 3rd place
- Foster problem-solving and strategic non-profit partnerships through residence hall leadership
- Achieved advanced level in Adobe InDesign, Photoshop, and Illustrator

EDUCATION

Bachelor of Science in Strategic Communication, Liberty University, Lynchburg, VA Anticipated May 2018

- Specialization: **Social Media Management**
- Affiliations: Innovations PR, PRSSA, Ad Team
- **Relevant Coursework:** Creating Affiliate Loyalty in the Digital Age, Persuasive Advertising & Storytelling, Strategic Social Media, and Digital/Social/Mobile Communication Strategies

RELEVANT EXPERIENCE

PR Associate Jan 2017 – Present

Innovations PR, Liberty University, Lynchburg, VA

- Collaborate with a team of 5 associates from the student-run Innovations PR to develop social media strategies that promote the client's mission by marketing 10 annual fundraising events
- Implemented 7 social media campaigns that increased donor giving by 64% and event fundraising by 45%
- Track and record social media analytics to assess campaign effectiveness weekly

Social Media Intern May 2016 – Dec 2016

Freedom 424, Lynchburg, VA

- Developed creative strategies for online campaigns and created marketing material
- Worked alongside staff as administrative support and on social media promotion for 20+ projects
- Accumulated more than 1500 hours of hands-on integrated marketing communication training under professionals
- Gained firsthand understanding of creating marketing strategies to meet needs of target audience

Advertising Team Competitor Aug 2015 – Apr 2016

Ad Team, Liberty University, Lynchburg, VA

- Managed 8 team members in developing a dual-tactic, year-long Snapple-sponsored campaign
- Presented Snapple campaign at the *2016 District 3 National Student Advertising Competition*
- Judged on design, research, budget, presentation skills, professionalism, and campaign strategy
- Awarded 3rd place, received recognition for *Best Plans Book* and *Best Presenter*

ADDITIONAL EXPERIENCE

Resident Assistant Aug 2016 – Present

Liberty University, Lynchburg, VA

- Co-lead a team of 4 to oversee a dormitory of 60-65 diverse students
- Pioneer strategic hall partnerships with local non-profits, increasing volunteer base by 75% in one year
- Facilitate in problem-solving and conflict management between students within residence hall

Graphic Designer Aug 2015 – Present

Hyland Heights Baptist Church, Lynchburg, VA

- Design church bulletin inserts for weekly services, with 80+ insert designs
- Collaborate with volunteers to brainstorm creative messaging to reach internal and external public