

CONTACT

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EDUCATION

BACHELOR OF ARTS: PUBLIC RELATIONS

May 2018

Auburn University
Auburn, AL

SKILLS

- Adobe Creative Cloud
- Photography
- Social Media content creation
- Microsoft Office Suite
- Event Planning
- Writing in AP Style
- Strong communication and interpersonal skills
- HTML/CSS
- Ability to collaborate in a group setting

INVOLVEMENT

- Public Relations Student Society of America (PRSSA)
- Public Relations Council of Alabama (PRCA)
- Project Uplift

ROBIN ALDRIDGE

Public Relations

EXPERIENCE

STUDENT COMMUNICATIONS COORDINATOR

Alabama Cooperative Extension System | January 2017 - Present

- Work directly with Dr. Brenda Ortiz and the Alabama Extension office to produce news releases for Precision Agriculture related events.
- Collaborate with Auburn College of Agriculture and the Extension office to create and update content for the ACES website.

MEDIA CONTENT CREATOR

Pine Cove Camps in Columbus, TX | May 2016 - August 2016 and May 2017 - August 2017

- Wrote daily newsletters, blogs and speaker profiles to be published each night on the CampLife app.
- Assisted the camp media team to share the camp experience through a variety of digital formats, including Pine Cove's phone app, photography, blog posts and social media postings (@pinecovecreek).
- Worked within a small team to accomplish daily and weekly content goals.
- Produced digital content during the camp week to be used throughout the year to engage with campers.
- Created and implemented new ideas for ways to better engage with campers through digital media.

PUBLIC RELATIONS INTERN

Coach Pat Dye Show | August 2016 - April 2017

- Collaborated with Auburn University and Auburn University at Montgomery's College of Nursing for the Blue Jean Ball fundraising event.
- Planned and coordinated special events and fundraisers hosted at Coach Pat Dye's businesses and home.
- Managed social media accounts (FB: Coach Pat Dye Show / Quail Hollow Gardens & Crooked Oaks Hunting Preserve, Instagram: @CoachPatDyeShow / @CoachPatDye).

BEAT BAMA FOOD DRIVE COMMITTEE CHAIRMAN

Baptist Campus Ministries | October 2014 - October 2015

- Assisted in marketing ideas and strategies for accomplishing collection goals.
- Created social media posts to encourage students to participate in the food drive.

JORDAN-HARE STADIUM AMBASSADOR

Tigers Unlimited | August 2015 - November 2015

- Worked closely with alumni and donors to provide excellent customer service at football games.
- Managed game day operations in scholarship satellite stations throughout the stadium.