

Emily J. Cashdan

EDUCATION

- Auburn University, Auburn, AL** Class of 2018
- Cumulative GPA: 3.88/4.00
 - Major: Public Relations; Minors: Business and Philanthropic Studies
 - Lambda Pi Eta Honor Society; The Honor Society of Phi Kappa Phi; Golden Key International Honor Society
 - Alternative Student Break Mission Trip to Nicaragua; Gamma Phi Beta Sorority
 - Participated in an International Study Abroad (ISA) program

PROFESSIONAL EXPERIENCE

- Weber Shandwick, Consumer Intern** June 2018 - Present
- Monitor brands in traditional and social media
 - Develop media lists and pitch to media
 - Conduct research through various resources in order to analyze brands
 - Brainstorms with teams and assist with the development of ideas

- United Way of Lee County, Intern** January 2018 – May 2018
- Assist in gathering data to be used in all areas of fundraising campaigns (attracting new accounts, relationship management, volunteer development, special event planning, public relations and marketing aspects, etc.)
 - Develop public relations pieces for both the website and printed materials

- The Coca-Cola Company, Global Public Affairs and Communications Intern** June 2017– August 2017
- Assisted with public relations and marketing projects at The World of Coca-Cola (third-party research, developed new promotional ideas and worked on Chick-fil-A Kickoff activation with Jackson Spalding)
 - Worked on several sustainability projects (selected the cover of the Company’s sustainability report, developed content for animated videos based on sustainability infographics and created an exhibit about the Company’s history of sustainability)
 - Published an article on the Company’s website titled “10 Things You Didn’t Know About the History of Sustainability at The Coca-Cola Company”
 - Delivered Coke Zero Sugar gift baskets to radio and television stations to aid the launch of the new product

- City of Auburn Parks and Recreation, Community Programs Assistant/Intern** January 2017 – May 2017
- Wrote news releases, media stories and feature articles
 - Created graphics and promoted events on the city’s Facebook page
 - Assisted with special events and programs, such as the annual Easter Egg Hunt and the Scale Back Alabama program

ON-CAMPUS EXPERIENCE

- Public Relations Student Society of America, Member** August 2016 – May 2018
- Develop public relations skills through meetings and events
 - Network with other public relations students and public relations professionals across the country
 - Attended 2017 PRSA Real World Conference in Atlanta, Georgia

- Spoon University, Writer** January 2016 – 2017
- Wrote articles about topics related to food
 - Published articles nationally and shared on media outlets such as Spoon University’s website, Facebook and Instagram

- Student Government Association, Director of Public Relations** March 2015- March 2016
- Published articles about political and social events on-campus, such as Better Relations Day, Hey Day and Homecoming
 - Recorded information from student government Senate/Exec meetings to increase internal communication

SKILLS

- Skills**
- HTML and CSS language, Adobe Creative Cloud, Microsoft Office, AP Style, social media, WordPress and Survey Research