

ABBY RHODES

350 Ridge Brook Station • Canton, GA 30114 • (770) 289-5679 • rhodeal@gmail.com

EDUCATION

AUBURN UNIVERSITY, Auburn, Alabama
Bachelor of Arts in Public Relations

Graduation: May 2009

YOUNG HARRIS COLLEGE, Young Harris College
Core Classes

2004-2005

EXPERIENCE

POINTS NORTH MAGAZINE, Cumming, Georgia
Editorial Intern

Jan. – April 09

- Organized and compiled monthly calendar of events as well as writing the All Points Bulletin, 5 Things and Pointworthy
- Contacted all PR contacts in order to compile a database for editorial purposes
- Performed fact checks and editing for editorial pieces
- Obtained photographs and conducted interviews for various writing pieces

AUTOMAX RENT A CAR, Rome, Georgia
Rental Agent

Feb. – April 10

- Provide customers with quality customer service by phone and in person
- Book reservations, open and close contracts using TSD software
- Verify insurance coverage and various other requirements for renter qualifications

ATLANTA DESIGNS, Cumming, Georgia
Internet Marketing Intern

April – Current

- Conduct competitive research and keyword research for search engine optimization
 - Research and create META Tags
 - Create and establish Google AdWords for various clients
 - Track and analyze Google Analytics for various clients
 - Edit content for various client's Web sites using The Content Manager
-

AWARDS AND ACTIVITIES

- Created a visibility campaign for Auburn University's Department of Communication and Journalism for the revitalization of Lambda Pi Eta, The National Communication Association's honor society (2009)
 - Student Alumni Association at Auburn University (2009)
 - Worked with Towns County Chamber of Commerce on their annual art festival (2008)
 - Delta, Delta, Delta, Auburn University (2005)
 - Academic Scholarship to Young Harris College \$5000 (2004)
 - Student Government Association – Freshman Senator, Young Harris College (2004)
 - Art League, Young Harris College (2004)
-

RELEVANT COURSE WORK

- Case Studies in Public Relations is a course designed to provide public relations students with an understanding of both effective and ineffective methods of PR through studying actual cases
 - PR Messages in Style and Design is a unique course. It involves software and online activities. The class is designed to help you become aware of software applications and implementations of online public relations activities that you will likely be asked to use in your professional life. Style & Design incorporates traditional PR practices into technology emerging digital media and social networks
 - Survey and Research Methods provides students with a critical framework for evaluating survey research and first-hand experience in the survey process.
 - Writing for Public Relations is an intensive writing class designed to prepare public relations students to communicate messages to key audiences.
-

SKILLS

- Excellent written and verbal communications skills as well as proficient organizational skills
 - Experience shooting video interviews as well as editing in Windows Movie Maker
 - Computer skills including: Microsoft Word, Excel, Power Point and Publisher, Adobe Photoshop, InDesign, Dreamweaver, and SPSS
 - Knowledgeable and experienced in social media such as Facebook, Twitter, PROpenMic.org, theloveliestvillage.org and the Corner News in Auburn, AL
 - Knowledgeable in Google AdWords and Google Analytics
-

DIGITAL RESUME & PORTFOLIO

- www.abbyleighrhodes.com