

Elon University
4430 Campus Box
Elon, NC 27244
(678) 787-8650

Rebecca Tynes

rtynes@elon.edu

3090 Leeds Garden Lane
Alpharetta, GA 30022
(770) 664-5881

Summary

A highly motivated student who seeks to enhance her strategic communication skills and experience

Education

Elon University, Elon NC
Major: **Strategic Communications**
Minor: **Sport and Event Management**

B.A.: May 2013

Relevant Experience

PUBLIC RELATIONS INTERN, *The Wriglesworth Consultancy*, London, England Fall 2011

Responsibilities: Assigned to write press releases, track media coverage and create press booklets for clients specializing in the financial, property and employment/recruitment services.

Accomplishments:

- Generated interest in the rising rate of youth unemployment in the United Kingdom through a blog entry for *Recruitment Consultant*, the United Kingdom's staffing industry's leading monthly magazine
- Assisted clients in understanding the press by composing biographies of various business and financial journalists from London newspapers such as *The Guardian* and *The Times*

MARKETING COMMUNICATIONS INTERN, *Schneider Electric*, Alpharetta, GA Summer 2011

Responsibilities: Assigned to assist in social media marketing plans, maintain and promote internal and external web content and plan philanthropic events benefiting Habitat for Humanity, Schneider Electric's philanthropy.

Accomplishments:

- Implemented a social media campaign using LinkedIn in order to increase sales opportunities within key software product lines
- Composed e-News releases related to various software product line releases, enhancements and changes

PUBLIC RELATIONS WRITING AND EDITING INTERN, *University Relations*, Elon, NC Spring 2011

Responsibilities: Assigned to track media coverage, write press releases and develop student and alumni profiles. University Relations promotes Elon's mission through a variety of print and online publications.

Accomplishments:

- Developed online profiles of Elon students promoting various academic programs within the university. These profiles were published to E-Net!, the university's news and information website.
- Conducted interviews, gathered information and wrote features on notable Elon alumni. These features were published in the summer 2011 edition of the *Magazine of Elon*.

SENIOR REPORTER, *The Pendulum*, Elon, NC

Fall 2010-Spring 2011

Responsibilities: Assigned to write weekly news features for Elon University's weekly student newspaper. *The Pendulum* has won several awards from the Associated Collegiate Press including a Pacemaker and Best of Show.

Accomplishments:

- Investigated and reported on issues related to the Elon Commitment, Elon's ten-year plan affirming to achieve academic excellence and exceptional student achievement
- Generated interest in the North Carolina State Senate race with an article highlighting the candidates and their platforms

Skills

Proficient in:

- Adobe Final Cut Pro
- Adobe InDesign
- PDX10, PDX70 cameras
- Adobe Photoshop
- Microsoft Word, Excel and PowerPoint
- Adobe Dreamweaver
- Soundslides Plus

Leadership

- Student Government Association: Two-term Class of 2013 President (September 2009 – April 2011). Public Relations Committee Chairperson (September 2010 – April 2011). Attended weekly Senate meetings to debate and refine on-going campus policy.
- Phi Mu Fraternity: Vice President-elect; term to begin in February 2012. Pledge Class President and Co-Chairperson of the Public Relations Committee (March 2010 – Present).

Volunteer

- ElonThon: Participated in the 24-hour dance marathon in order to benefit Children's Miracle Network (2010, 2011).
- Phi Mu Fraternity: Philanthropy Committee member; all work benefits Children's Miracle Network (2010, 2011).
- Habitat for Humanity: Assisted with the building of homes for designated families in need (2007-2011).
- New Hope Enterprises: Designed and wrote copy for the monthly newsletter sent out to members of the Atlanta community (2011).