

# CHRISTY BROWN

## PUBLIC RELATIONS

### CONTACT

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 @Christy\_Brown

 @Christy\_B25

### EDUCATION

**Auburn University | Auburn, AL**  
*Bachelor of Arts in Public Relations*  
*Minor in Spanish*  
GPA: 3.6

May 2017

### EXPERIENCE

**OFFICE OF COMMUNICATIONS AND MARKETING | Auburn, AL** August 2016 - Current  
*Public Relations Intern*

- Edit and submit daily submissions for Auburn University student and faculty newsletters through Cascade content management system
- Write feature stories posted on Auburn University Newsroom
- Draft press releases and media advisories sent to local and state media outlets

**CMT/ VIACOM NETWORKS | Nashville, TN** May 2016 - August 2016  
*Corporate Communications Intern*

- Create red carpet tip list, credential media and publicists and serve as photo runner for the 2016 CMT Music Awards
- Assemble bi-weekly TV highlights sent to over 700 media personnel
- Draft press releases and upload photos to the CMT press website
- Compiled coverage reports following press announcements and maintained weekly press reports on any network-related news

**UNIVERSITY PROGRAM COUNCIL | Auburn, AL** April 2015 - May 2016  
*Director of Public Relations*

- Maintain an online presence for events through five different mediums including Facebook, Twitter, Instagram, Snapchat and blog
- Write blog posts to share the success of and promote events with Auburn students
- Oversee all hospitality and communication with approximately twenty visiting artists
- Manage fifteen student workers to insure successful promotion of sixty annual events

**ALPHA GAMMA DELTA EXECUTIVE COUNCIL | Auburn, AL** November 2014 - December 2015  
*Social Coordinator*

- Designed and facilitated ten social functions a year hosting between 300-500 people per event while managing a \$70,000 budget
- Partnered with external vendors including venues, caterers and performers

**TEAK ISLE MANUFACTURING | Orlando, FL** May 2015 - January 2016  
*Public Relations Intern*

- Created and executed all PR initiatives for two branches of the company: Outdoor Nativity Sets & Boat Outfitters
- Utilized Photoshop to design ads and newsletters
- Photographed and edited merchandise for use on company website and ads

**UNIVERSITY PROGRAM COUNCIL | Auburn, AL** September 2014 - April 2015  
*Public Relations Committee*

- Attended and photographed thirty events hosted by UPC
- Acted as host for eight visiting artists

**ALPHA GAMMA DELTA EXECUTIVE COUNCIL | Auburn, AL** November 2013 - November 2014  
*VP of Campus Relations*

- Acted as a liaison between chapter and Panhellenic Council and seventeen Panhellenic sororities
- Recorded and tracked all 250 members' attendance at other chapter's philanthropic events

### SKILLS

#### Computer Skills

- HTML/CSS
- Wordpress
- Hootsuite
- Photoshop
- InDesign
- MailChimp
- Associated Press
- Microsoft Office
- Canva
- BLOX & Ning
- Photography
- Google Analytics

#### Relevant Coursework

- Survey Research
- Methods
- Style & Design
- Writing for PR
- PR Case Studies
- Journalism
- Fundamentals
- Newswriting
- Magazine & Feature Writing
- Principles of Marketing
- Principles of Management
- Intercultural Communication