

LAURA SELLERS PERDUE

Public Relations & Marketing

PERSONAL SKILLS

Organized
Natural leader
Competitive and strategic
planning
Persuasive
Team player
Multitasking
Creative

PROFESSIONAL SKILLS

Microsoft Word
HTML & CSS
WordPress
Social Media
Adobe Photoshop
Social and new media
Blogging & web management
AP Style

INVOLVEMENT

Social Sorority
Auburn on the Hill
CAREing Paws
Lambda Pi Eta, President
Golden Key International Honor
Society, Vice President
The National Society of
Leadership & Success
PRSSA/PRCA

AWARDS

Summa Cum Laude

Deans list spring 2015, spring
2016, fall 2016, spring 2017, fall
2017

LaVerne Taylor Flanagan
Scholarship 2017/18

ABOUT

Auburn University graduate seeking a job in public relations. Experienced in social media, AP Style, news writing, and web development.

WORK EXPERIENCE

INSIGHT GLOBAL

Compliance Specialist | Atlanta, GA | January 2018- Present

Internally communicate the onboarding process for contractors with the field
Oversee the onboarding of contractors to ensure it is compliant with the client's requirements
Read and analyze all client agreements to ensure the company is following correct procedures
Complete weekly, bi-weekly, and monthly reports and audits on Insight Global accounts
Point of contact for problem resolution
Helped create and implement eStaff into the company
In charge of setting up all new hires, coordinating their training, overseeing their schedule and their point of contact

DESIGN & DECOR

Assistant | Auburn, AL | June 2017 - Present

- Designed and created a new company logo and social media accounts
- In charge of running social media accounts for company
- Assist in the planning of weddings and parties
- Make weekly spreadsheets of client meetings, items to be purchased, and events

AUBURN UNIVERSITY OFFICE OF COMM. & MKTG.

Intern | Auburn, AL | May 2017 - August 2017

- Wrote and edited over 100 campus notices and posted to Auburn University's website through Cascade
- Researched ideas and produced feature articles and spotlights posted on the university's homepage
- Interviewed students and faculty for features and spotlights
- Edited weekly emails and releases to be sent to students, faculty, and staff
- Generated ideas for social media posts, Auburn's role in the SEC commercial, and ways to recruit students

SENATOR JEFF SESSIONS

Press Secretary Intern | Washington, D.C. | May 2016 - June 2016

- Attended hearings and lectures to aid legislative staff in preparing for committee meetings
- Researched for and revised news and press releases to be sent out weekly
- Researched and prepped interview topics for media outlets
- Updated over 4,000 news release contacts by reaching out to new and existing media outlets
- Created and organized Excel spreadsheets for local, state, and country media outlets

EDUCATION

BACHELOR OF ARTS IN PUBLIC RELATIONS & COMMUNICATIONS
MINOR IN MARKETING

Auburn University | Auburn, AL | August 2014 - December 2017

Major GPA 4.0