



MONIQUE MEDINA

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PUBLIC RELATIONS

PROFILE

I write with gusto in AP style. As a public relations student with professional experience, I am seeking a fast-paced position after May 2019 where I can apply my technical knowledge and creative prowess for continuous improvement.

CONTACT

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EDUCATION

**University of North Carolina at Chapel Hill,
School of Media and Journalism 2015-2019**

*B.A. Media and Journalism-Public Relations
Chemistry Minor*

UNC Kenan-Flagler Business School Essentials

PROFESSIONAL SKILLS

- | | |
|----------------------|---------------|
| Camtasia 4 | WordPress |
| Harvest | Convertkit |
| Google Analytics | Mailchimp |
| Google AdSense | Tailwind |
| Adobe Creative Suite | Hootsuite |
| DSLR 60 & 70D | Meltwater |
| Wacom Cintiq | OneNote |
| Microsoft Office | Yoast SEO |
| Genesis Framework | Final Cut Pro |

COURSEWORK

- Introduction to Advertising and Public Relations
- Writing and Reporting
- Public Relations Writing
- Cases in Public Relations
- Advertising and Public Relations Research
- Media Ethics
- New Media Technology
- Public Relations Campaigns
- Media Management and Policy
- Advertising Agency Account Management

WORK BACKGROUND

Public Relations Intern

Koroberi, Inc. | Aug 2018-present

Selected as the sole PR intern for top B2B marketing agency Koroberi, Inc. for Fall 2018; position extended through Spring 2019.

- Produced 8+ media monitoring presentations encompassing client and competitor coverage using platforms such as Meltwater Media Intelligence Software, Dropbox, and Microsoft Office
- Spearheaded an expedited report creation process through the use of Google Sheets formulas
- Performed forklift and robotics industries research to aid in assembly of planned client coverage within journals such as DC Velocity and Modern Materials Handling
- Drafted, edited and proofread PR materials and agency blogs; ghost-wrote "Social media series part 2: defining and creating content for your purpose," on the Koroberi website and newsletter
- Conceptualized and orchestrated Koroberi social media strategy and content including weekly #ProjectK posts on Instagram, reaching 682+ followers

Founder

Renting the Rain | Aug 2017-present

Founded the mental health blog, brand and online store Renting the Rain in 2017.

- Wrote original articles on mental health subjects including anxiety, depression, seasonal affective disorder and more with the inclusion of citations from research-backed medical resources to curate accurate and easily understood content on a regular schedule
- Conducted SEO keyword research using tools such as Moz and SEMrush to drive content creation, ranking in the top 5 for search terms such as "mental health word art" and "cosplay and mental health"
- Increased Facebook reach from 0 to 9,000 in the first quarter of founding
- Averaged 360k impressions on Pinterest and 1k+ pageviews on the blog per month
- Written word art showcased in the MONA Biennial Gallery
- Partnered with Vera Bradley and CORT Furniture Rental on social media campaigns through Twitter and Instagram

Public Relations Intern

FOX Sports South | Aug 2018-Dec 2018

Collaborated with FOX Sports University through the PR Campaigns capstone class to create an original millennial and Generation-Z focused Instagram campaign for FOX Sports South.

- Conducted first-hand research on millennial and Generation Z Instagram use through focus groups and personally conducted 6 individual interviews with micro-influencers holding 800-2,750 followers
- Presented original Instagram campaign concept, timeline, and budget to the FOX Sports South executive team and was met with praise for the project's candor in appraising previous Instagram content and suggesting a focus on FOX personalities in social media
- Featured in the School of Media and Journalism newsletter and website in December 2018

Public Relations Teaching Assistant

School of Media and Journalism | Aug 2018-Dec 2018

Served as teaching assistant under Professor Richard Clancy, APR for the Fall 2018 semester.

- Graded assignments for, provided direction to, and proctored 5 sections of Professor Clancy's Introduction to Advertising and Public Relations course
- Wrote and presented the research paper, "Impressing Google is not the Goal: How Search Engine Optimization Utilizes Traditional Public Relations Techniques to Build Relationships"

Digital Marketing Intern

Coalmarch Productions | May 2018-Aug 2018

Selected from 75+ candidates for the summer 2018 internship period at Coalmarch Productions, an inbound marketing and website design agency.

- Wrote and optimized content for multiple service-industry clients, ranging from service city pages to blog posts
- Drafted content for link-building opportunities, created media lists from scratch and performed email outreach directly
- Crafted and scheduled social media posts and monthly cross-platform plans for various pest control industry clients