



Farley Fitzgerald

MARKETING|PUBLIC RELATIONS|BRANDING

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EDUCATION|STUDY ABROAD

ELON UNIVERSITY | Elon, NC | Available May 2012

Strategic Communications | Business Administration | Spanish

Seville, Spain | Language and Society | September 2010- December 2010

INTEGRATED COMMUNICATIONS EXPERIENCE

LIVE OAK COMMUNICATIONS | Team Leader

Elon University, Elon, NC | August 2011- Present

- Research, create and implement a strategic plan for the Elon University M.A. in Interactive Media program to increase admissions applications to 100
- Implement consistent messaging across various social media outlets using monthly social media content calendars
- Launch scholarship Twitter contest for the client and create a press release that was distributed to announce the contest
- Manage group of three account executives, facilitating communication, organizing meetings and providing organization, motivation and focus for team

MSLGROUP | Consumer Marketing Intern

Chicago, IL | June 2011-August 2011

- Supported media outreach and promotions for clients including General Motors, Sealy Mattress and HoMedics
- Obtained extensive media relations experience by delivering media pitches
- Composed press releases, pitch letters, social media content calendars and creative briefs to promote clients' campaigns and events
- Researched and developed media lists for various client incentives using Cision Point

CAMPUS RECREATION | Marketing & Event Management Team Member

Elon University, Elon, NC | January 2010 – May 2011

- Promoted campus wide programs and events for nine different areas of Campus Recreation through innovative marketing strategies
- Created unique print designs, digital posters, logos, and t-shirt designs using Adobe Photoshop CS4
- Provided copy for Facebook and E-net posts
- Implemented and planned Campus Recreation sponsored events

VISIT LAKE NORMAN | Marketing Intern

Cornelius, NC | May 2010 – August 2010

- Marketed Lake Norman area creatively by creating a WordPress blog to appeal to a younger target audience
- Designed internal and external communication materials for the office
- Developed and updated monthly calendar of events on various website databases and PowerPoint presentations
- Completed over 80 hours of marketing work for the nonprofit organization

KALU ASIAN BISTRO | Social Media Extern

Charlotte, NC | May 2010 – August 2010

- Created new Facebook and Twitter social media pages for restaurant garnering up to 300 "friends" and 150 "followers" in three months
- Posted restaurant events, photos, videos and specials on social media sites
- Brainstormed and compiled a list of networking contacts for restaurant
- Pitched local businesses and executives to hold lunch meetings at restaurant

SKILLS

Language | Proficient with written and spoken Spanish

Media | Proficient with Adobe Creative Suite; Final Cut Pro; iPhoto and iMovie; Soundslides Plus; Prezi; social media and WordPress savvy; Microsoft Office

LEADERSHIP EXPERIENCE

LAMBDA PI ETA | Event Coordinator

August 2011 – Present

PHI MU FRATERNITY | Secretary

February 2011- Present

SCHOOL OF COMMUNICATIONS | Student Internship Director

January 2011 - Present

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