

# Laura Bleyer

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## Marketing and Public Relations Experience

Oglivy, Chicago, IL

June-August 2017

Public Relations Intern

- Researched data on company sales and industry trends and suggested new ways to promote client's product
- Assisted with the event management for the project and commended for attention to detail
- Developed social media text for Twitter account and increased followers by 20% and updated website

Wisconsin Singers, Madison, WI

September 2016-May 2017

Public Relations Intern

- Worked with 6 member business team coordinating public relations and marketing of the Wisconsin Singers show events
- Created and implemented media plans, worked with media outlets, wrote copy for press releases/advertisements and posters
- Conceptualized public relations techniques to create public awareness of Wisconsin Singers in communities throughout the Midwest as well as on the UW campus

Hiebing, Madison, WI

May-August 2016

Account Management Intern

- Helped with the strategic planning for two top brands that Hiebing represents
- Effectively communicated with client regarding research supporting advertising plan

Buffalo Wild Wings Promotion Campaign, Madison, WI

January 2016-May 2016

Media Director

- Developed a promotional and media campaign for Buffalo Wild Wings to increase sales for Principles of Strategic Communication class
- Provided a comprehensive campaign strategy to present to the team
- Served as the spokesperson during our pitch meeting with the company representatives

PRSSA, Madison, WI

September 2015-May 2016

Public Relations Team Member

- Marketed upcoming events for the PRSSA by using social media, designing flyers, and sending out promotional emails to members
- Coordinated bi-weekly speakers series and assisted in the planning of 2 trips to Chicago employers

## Leadership Experience

Alpha Phi Sorority, Madison, WI

January 2015-May 2015

Fundraising Assistant

- Participated in fundraising events for childhood diabetes calling various organizations for support
- Led the sorority in increasing fundraising by 25% over the previous year

Fade In, Madison, WI

September 2014-May 2015

Professional Development Coordinator

- Developed and planned opportunities for Fade In members to connect with professionals
- Organized career related workshops throughout the semester to assist members in their internship and job search

## Education

University of Wisconsin-Madison

Bachelor of Art, May 2017

Major: Journalism with an emphasis in Strategic Communication

## Skills

Language: Spanish (basic)

Computer: Simmons Oneview, Cision, Dreamweaver, WordPress, Photoshop

15 University Ave.  
Madison, WI 53705

September 6, 2017

Kathy Kramer  
Kramer, Smith & Jones  
25 E. Washington Ave.  
Madison, WI 53704

Dear Ms. Kramer,

While researching public relations internships in the Madison, WI area, I came across your posting on the School of Journalism website. I am attaching my resume for the position, Public Relations Intern at Kramer, Smith & Jones. I feel I possess the necessary skills and experiences to excel in this position and offer your organization my unique perspective.

In the past couple of years, I have developed many of the skills that you are currently seeking in an intern candidate. Those include strategy development, project management, and social media. My classroom hands-on experiences, previous internships, and involvement in student organizations has led me to be able to:

- Manage media, press and public relations issues
- Develop corporate communication strategies
- Research trends and utilize media relations software such as Cision
- Effectively communicate and present ideas to a diverse population
- Work independently and part of a team

In addition, through the PRSSA I have heard from many industry experts about the importance of building effective relationships with clients. At one of our meetings, Jim Smith from your company presented to our group. I was extremely interested to hear his experiences, the values and mission of Kramer, Smith & Jones, and the importance of philanthropic work within the community. In the sorority I am a member of, we have participated in fundraising campaigns and spent time volunteering in the community. Serving as the public relations intern for your company would be a great opportunity where I can be a valuable contributor.

I can be reached either by email at [lbleyer2@wisc.edu](mailto:lbleyer2@wisc.edu) or by phone at 608-256-4567. Thank you for your consideration.

Sincerely,

Laura Bleyer

Kramer, Smith & Jones  
Public Relations Intern  
Part-Time Fall Internship  
Madison, WI  
Application Deadline: September 10, 2017

Kramer, Smith & Jones specializes in the launch of new products and brands to live up to their potential. We specialize in brand strategy, research, advertising PR, social, and digital.

We are seeking a public relations intern to support clients ranging from consumer goods to professional services.

The ideal candidate will be energetic, an effective communicator, and presenter.

- Participate in the development of PR strategies and campaigns
- Support the Assistant Director of Media Relations in managing several clients
- Implement earned media strategies, including media pitch development and pitching
- Develop and execute blogger and influencer campaigns
- Day-to-day client contact for select clients
- Project management including status reports and timeline and placement tracking
- Write and distribute press releases, pitches, newsletters, collateral and more

#### Qualifications

- Senior or recent graduate in public relations, journalism, communications or marketing preferred
- Stellar writing and creative skills
- The ability to build productive relationships with clients and agency team members
- Strategic thinking to provide guidance for both client and internal teams
- Passion – highly driven and motivated to help us build the next great agency
- Strong communication skills and proactive decision making within a fast-paced environment
- Able to handle and prioritize multiple projects
- Demonstrated ability to effectively work independently and also as part of a dynamic team
- Experience with media relations software such as Cision a plus