
MARY ALICE HUGHES



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OBJECTIVE

Seeking a full-time job in the field of communications, marketing or public relations that will utilize my writing and interpersonal communication skills.

CERTIFICATIONS AND SKILLS

Adobe Creative Suite
Google Analytics Certified
Microsoft Office
HubSpot
Canva
WordPress
HTML

RELEVANT WORK EXPERIENCE

Coast to Coast Events

May 2020-Present

Communications and Recruiting Specialist

Responsible for assisting with social media, blog posts and other organization communications. Also responsible for recruiting potential new employees and assisting with any other administrative responsibilities.

Auburn-Opelika Tourism

August 2019-March 2020

Public Relations Intern

Responsibilities included writing weekly press releases, blog posts, social media content and feature stories. Also responsible for monthly hotel occupancy data analysis and the managing of calendar listings on the Auburn-Opelika Tourism website. Gained experience in conducting face-to-face interviews and focus group sessions as well as writing and performing radio segments.

Auburn University Honors College

May 2019-August 2019

Communication and Marketing Intern

Responsibilities included creating graphics and captions for daily social media posts, managing weekly social media analytics and working on a number of design and writing projects, including assisting with an overhaul of the Honors College website and writing a news story about the new Honors College graduation distinctions.

The Auburn Circle

August 2018-March 2020

Co-Head of Public Relations

Responsibilities included managing all social media accounts and assisting in all event planning and magazine distribution. Managed a staff of 6-8 people and delegated social media and event planning tasks weekly.

EDUCATION

BACHELOR'S IN PUBLIC RELATIONS

WITH A MINOR IN CREATIVE WRITING

Auburn University

Graduation: May 2020

Member of the Honor's College. Graduated Summa Cum Laude with the University Honors Scholar distinction and a 3.80 GPA.