

Claire Horn

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EDUCATION

Elon University, Elon, NC

Bachelor of Arts, Strategic Communications

May 2021

GPA: 3.7

Honors: President's List, Lambda Pi Eta: Communication Honor Society

COMMUNICATIONS EXPERIENCE

Live Oak Communications, Elon University, *Assistant Agency Director*

Jan 2020- May 2020

- Managed a 45-person award-winning communications agency, leading weekly agency meetings and new staff orientation
- Transitioned effectively to remote operations during the COVID-19 pandemic, overseeing student staff members across a dozen states and coordinating the collaborative online work of account executives, creative content producers, and media analytics supervisors
- Oversaw two client accounts and one internal branding account to help develop and execute deliverables for real-world clients

Bolt Public Relations, Raleigh, NC, *Selected as a PR Intern (Cancelled due to COVID-19)*

Summer 2020

- Built relationships with company staff and was offered and accepted an internship after two rounds of interviews with the Bolt PR team, which was unfortunately cancelled due to COVID-19
- Expected work for the summer included engagement in daily account activities such as news writing, editing, and social media management; assisting with strategy development and special events/press conferences; and conducting industry research of media, market and competing brands

The Brand Guild, Washington, D.C., *Social Media Intern*

June - Aug 2019

- Wrote, edited and designed online content for various clientele social media platforms
- Created analytical and marketing reports to assist with online branding efforts and engagement with target audiences

Student Union Board, Elon University, *Street Marketing Team Member*

Feb 2018 – May 2019

- Collaborated with student organizations to host large-scale events such as concerts, movies and games for up to 6,000 students
- Promoted events on campus through social media posts to increase attendance

LEADERSHIP & SERVICE

Student Professional Development Center, Elon University, *Student Ambassador*

Oct 2018- Present

- Promote services and programs around campus, and assist with overall print and digital marketing efforts, specializing in Instagram content
- Oversee front desk operations by serving as the first point of contact for students and other stakeholders, utilizing a multi-line phone system to answer and transfer calls, and scheduling student appointments
- Continued to work virtually during the Spring 2020 semester through answering student questions via Live Chat/email and promoting virtual professional development events on our social media platforms

E Company (Elon University) – The Virtual Village, Remote, *Tutor*

June – July 2020

- Served as a reading tutor as part of the inaugural virtual version of Elon's "It Takes a Village Project," which uses a collaborative approach to help children in the community who are struggling to read
- Met with elementary aged students in one-on-one Zoom sessions, assessing their individual reading needs, facilitating lessons, and showing their parents techniques to improve reading skills at home

SKILLS

Technology: Zoom, WebEx, Microsoft Teams and Microsoft Office (Excel, Word, PowerPoint)

Adobe Creative Suite: InDesign, Premiere, Photoshop, Illustrator, Bridge, Audition, Premiere Pro

Social Media: Instagram, Facebook, Twitter, Tumblr, LinkedIn

Other: DSLR Photography, Certified in First Aid and CPR