


# HOOTER T. OWL

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## CONTACT

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## EDUCATION

### Temple University

Bachelor of Arts in Public Relations

Minor in Content Creation

Expected Graduation: May 2024

GPA: 3.87

## ACTIVITIES

### PROWL Public Relations

Assistant Firm Director

### Public Relations Student Society of America (PRSSA)

Community Service/Fundraising

Community Member

### Saxby's

Brand Ambassador

## SKILLS

MailChimp, Hootsuite, Google Adwords, Adobe Photoshop, Adobe Premiere Pro, Adobe InDesign, Adobe Illustrator, Basic HTML, Social Media, Word, PowerPoint, Excel, Google Drive, Squarespace, DSLR Cameras

## RELEVANT EXPERIENCE

### Kimmel Center for the Performing Arts

Marketing Intern, Philadelphia PA

January 2023 - Present

- Research promotional opportunities and assist with grassroots marketing campaigns
- Assist with market research, audience analysis, and ticketing analysis
- Create post-performance surveys to gauge interest about new event features

### Klein College of Media and Communication Career Center

Career Assistant, Philadelphia PA

January 2020 - Present

- Review resumes, create weekly promotional email blasts, plan monthly calendar of events, and keep social media platforms up to date
- Engage and educate students at resume and cover letter clinics
- Recruit students to attend internship & career fairs and recruiter events

### Fringearts

Marketing Intern, Philadelphia PA

September - December 2022

- Created social media content for all programming, kept website up to date and improved metadata on all pages
- Assisted with advertising sales for fall/winter program booklets
- Increased engagement by 50% with optimized search ads and keywords in Google AdWords

### Mann Center for the Performing Arts

Marketing & PR Intern, Philadelphia PA

April - August 2022

- Assisted with settlements, media planning, press materials, and tracking complimentary ticket trades and invoices
- Facilitated all press needs and distributed promotional materials to patrons at events
- Collected and presented media coverage for over 30 concerts & programs

### LevLane Advertising

Social Media Intern, Philadelphia PA

August - December 2021

- Created social media content for multiple clients and assisted in beginning plans and research for new clients
- Maintained client social media accounts by scheduling, monitoring, and auditing

### Harris Tea Company

Marketing Intern, Philadelphia PA

January - May 2021

- Created & scheduled all social media content
- Assisted in planning and promoting three month long sweet tea sampling food truck tour
- Planned and created the artwork for four strategic giveaway campaigns

### American Heart Association

Social Media Intern, Remote

May - August 2020

- Tracked engagement for Twitter accounts for multiple cities
- Created 50+ pieces of evergreen content
- Worked with a team to increase social media engagement at virtual AHA events