

Kaitlyn Chock

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COMMUNICATION EXPERIENCE

External Relations Project Manager, University of Oregon Public Relations Student Society of America (UOPRSSA), Eugene, Ore. (October 2012-Present)

- Pitch newsletter to approximately 20 professionals and faculty to solicit posts
- Designed, launched and publicized UOPRSSA's inaugural newsletter, imPRESS
- Created an alumni database for future newsletters and communication
- Edited blog posts for UO PRSSA

Intern, UO Student Alumni Association (SAA), Eugene, Ore. (November 2012-Present)

- Generate awareness and interest about SAA and SAA events through Facebook and Twitter
- Document SAA events live on Twitter, Instagram and Facebook
- Collaborate with other SAA committees to develop content for Facebook, Twitter and website

Ambassador, National Society of Collegiate Scholars (NSCS), Washington D.C. (January 2013-Present)

- Generate awareness for NSCS through Pinterest and Twitter by posting about NSCS opportunities, events, partner institutions, and merchandise

Marketing Intern, OpenSesame, eLearning Marketplace, Portland, Ore. (June 2013-August 2013)

- Ran Twitter, Facebook, and Instagram and developed strategic social media
- Published course on personal branding
- Developed content for the company blog to increase organic visits to the site by 62 percent

Account Executive, Allen Hall Public Relations, Student-run PR firm (October 2012-June 2013)

- Created strategic public relations plan and pitched to client, AHA International, a study abroad organization
- Developed AHA's social media presence by posting relevant content on AHA's Facebook page to increase participation in study abroad programs by 5 percent by June 2013
- Analyzed secondary research to determine the impact of AHA on campus and the campaign's effectiveness

Social Media Team, Willamette Valley Music Festival, Eugene, OR (April 2013-May 2013)

- Promoted festival through Twitter and increased the amount of followers by 52 percent
- Organized and promoted seven contests through Twitter, Facebook, Dribbble and Instagram

LEADERSHIP EXPERIENCE

Student Senator, Associated Students of the University of Oregon (January 2013-May 2013)

- Served as an academic senator representing architecture, allied arts and journalism majors in funding decisions
- Voted on the allocation of nearly \$13 million for departments, contracts and student programs

EDUCATION

Bachelor of Arts, Humanities and Journalism, University of Oregon, Eugene, Anticipated June 2014

- Majors in Public Relations, Communication Studies and Humanities; Minor in Business Administration
- Member of Mortar Board Honors Society and Warsaw Sports Business club

Instituto Tecnológico de Querétaro, Querétaro, Mexico (Summer 2012)

- Study Abroad: Completed 12 credits of coursework in Spanish

AWARDS

The LAGRANT Foundation Scholarship, one of 23 students selected, nationwide, pursuing careers in communication

Dean's Scholarship, awarded to academically successful incoming freshman

Western Undergraduate Exchange, one of 20 freshman selected from qualifying states

Arlyn E. Cole Scholarship, awarded to students of the School of Journalism and Communication for merit

Centurion Award, recognized extraordinary leadership and service to the University of Oregon and the community

SKILLS

Final Cut Pro X, Adobe Photoshop CS6, Adobe InDesign CS6, Microsoft Office, Hootsuite