

PROFESSIONAL EXPERIENCE

Aug. 2009-Current International Public Relations Miami, Fla.
Research Conference (IPRRC)

Conference Coordinator

- Premier public relations conference celebrating its 15th year of facilitating dialogue among scholars and practitioners
- Serve as the primary communicator to academics and practitioners, i.e. participants
- Communicate and organize with Institute for Public Relations (co-organizer) personnel
- Communicate and organize with Advisory Committee and reviewers
- Send out calls, acceptance/rejection notices and corresponding communications
- General event planning and organization such as maintaining and organizing listserv and scheduling paper presentations

Aug. 2011-Current Journal of the Association for Miami, Fla.
Communication Administration (JACA)

Editorial Assistant

- Scholarly, peer-reviewed journal sponsored by the Association for Communication Administration that seeks to publish academic research making a significant contribution to knowledge in the field of communication
- Report directly to Editor and serve as primary communicator to Editorial Board
- Coordinate manuscripts to be sent for review
- Send blind manuscripts and receive reviewer feedback

Oct. 2011-Current Emergency Management Miami, Fla.
Department, University of Miami

Consultant

- Consult the Director of Emergency Management in integrating social media initiatives into university crisis communication efforts
- Perform primary research on behalf of the department to gain insight into student and faculty/staff perceptions, expectations and reactions to campus crises
- Assist with the implementation of social media efforts on behalf of the department

Melissa D. Dodd

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June 2011-Aug. 2011

Bacardi USA, Inc.

Miami, Fla.

External Consultant

- Worked with the Senior Manager of the Corporate Communication department on a variety of public relations projects, both strategic and tactical
- Assisted with the recruitment (RFI, RFP) and selection of a representative public relations agency
- Attended global communication conference, gaining top-level insight into Bacardi's international strategic planning
- Used Consumer Insights department research initiatives for public relations measurement and assessment

May 2009-Aug. 2009

Real Time Solutions, LLC

Ft. Myers, Fla.

Project Manager

- Conducted a large-scale research project relevant to a new client (Bed, Bath & Beyond) the company had acquired
- Identified and contacted key stakeholders
- Recorded and reported data

Dec. 2008-March 2009

Ball State University V-DAY

Ball State University

Publicity Coordinator

- Implemented publicity campaign for Eve Ensler's award-winning play "The Vagina Monologues"
- Created publicity materials including banners, posters, booth materials and programs
- Produced media impressions
- Oversaw the publicity, "street team" and VDAY Fair activities
- Two of three performances sold out
- Proceeds donated to Muncie's domestic violence shelter were more than doubled from the previous year

Aug. 2007-May 2009

Journalism Writing Center

Ball State University

Head Writing Coach, Graduate Assistant

- Assist students with a variety of projects, primarily focusing on AP writing style
- Host journalism writing workshops for students
- Administer the Department of Journalism Entry Skills Test to approximately 150 students per semester
- Analyze students scores each semester and produced both individual and class reports

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- Perform general research activities focused on improving coaching techniques

June 2008-May 2009

Ascent Marketing Group

Various locations in Ind.

Brand Ambassador

- Increased brand awareness and maximized consumer impressions through promotional marketing efforts
- Drove sales

Jan. 2007-May 2007

Kokomo Downtown Association

Kokomo, Ind.

Public Relations Intern

- Attended major board meetings and made strong connections with community leaders
- Interviewed downtown business owners and wrote more than 20 articles for publication in a variety of media outlets
- Assisted with the development of the association's Web site and general event planning
- Developed a working knowledge of public relations' daily operations

Jan. 2007-May 2007

Leadership Kokomo

Kokomo, Ind.

Public Relations, Marketing Intern

- Assisted with the development of the program's marketing plan
- Performed environmental scanning and surveying
- Independently re-implemented an Alumni Association for graduates of the program

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