

Bailey Carreker

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EDUCATION

University of Georgia, Athens, GA

May 2021

Bachelor of Arts • Major: Public Relations • Minor: General Business

HOPE Scholarship Recipient • Overall GPA: 3.59

RELEVANT COURSEWORK

Public Relations • Public Relations Communication • Crisis Communication • Reporting and Writing Across Platforms
Principles of Advertising • Advertising, Public Relations and Health • Insights and Analytics • Principles of Marketing •
Survey of Accounting

WORK EXPERIENCE

Music Business Intern, *Rotary Club of The Classic City of Athens*, Athens, GA

December 2019 – April 2020

- Create and implement social media plan for Facebook and Instagram
- Track *Vic Chesnutt Songwriter of the Year* nomination submissions and communication for judgement process
- Increase Facebook page following by 25.6% and implement Instagram account, gaining 61 followers
- Boosted four Facebook posts using Facebook ads manager

Communications Intern, *UGA Development and Alumni Relations*, Athens, GA

June 2019 – December 2019

- Composed writing projects including blog posts, press releases and digital marketing copy, numbering 15+
- Led intern team of four in promotional project sent to 200+ student organizations on campus
- Built blog posts using WordPress focusing on SEO and formatting, numbering 30+
- Prioritized and completed daily tasks in office-wide project management system, Asana

Economic Development Intern, *City of Griffin*, Griffin, GA

May 2018 – August 2018

- Planned Economic Development Forum attended by 40+ faculty and community members
- Attended weekly Downtown Council and Downtown Development Authority meetings to provide input and take minutes
- Demonstrated communication skills through networking at ribbon cuttings, concerts and festivals

CAMPUS INVOLVEMENT

Public Relations Student Society of America (PRSSA), Athens, GA

Co-Committee Head, Member Relations

August 2019 – May 2020

- Drive engagement within organization by highlighting internal and external chapter achievement
- Track chapter attendance for world's largest PRSSA chapter at biweekly meetings
- Represent PRSSA weekly by recruiting members on campus through tabling

Event Planning Committee

September 2018 – May 2019

- Aided in setup and breakdown of food, decorations and seating at biweekly meetings
- Collaborated with other committee members on themes for two events per semester

ADPR Connection, Athens, GA

Registration Committee

August 2019 – October 2019

- Assisted in sorting/alphabetizing of 500+ name tags
- Attended weekly planning meetings to ensure progression of event
- Maintained an organized check-in location on day of event

UGA Mentor Program, Athens, GA

Member

August 2019 – Present

- Connect with alumni through campus exclusive portal
- Meet with mentor monthly about various industry topics and career advice

TECHNICAL SKILLS

Microsoft Office • AP Style • Project Management – Asana • Web Content Writing • WordPress

CONFERENCES

Georgia Marketing Summit, *IC Summits*, Atlanta, GA

March 2020

- Participated in nine sessions focusing on topics such as differentiation and engagement through content and building a client-centric market

The Choice Summit, *Choice Media & Communications*, Franklin, TN

September 2019

- Engaged in seven panels focusing on brand storytelling, active listening and attracting the right people to a business