

Elyssa Lehman

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EDUCATION

Auburn University

Bachelor of Arts in Public Relations

Minor: Marketing

Auburn Abroad

Public Relations Program

Auburn, AL

May 2024

GPA:3.97

Seville, Spain

June 2023

RELEVANT EXPERIENCE

TRINDGROUP

Public Relations and Marketing Intern

Auburn, AL

August 2023-December 2023

- Authored blog content, newsletters, press releases, pitches and copy on projects pages daily for 3 industrial B2B clients to promote product sales and inquiries and educate target audiences on industry information
- Collaborated with a diverse team to produce referral program outlines, application guides, website layouts, award applications, editorial calendars etc. resulting in efficient, timely and accurate completion of client projects.
- Reported SEO data from Google Analytics 4 for 3 clients each month to identify client target audiences and key words to increase website traffic and customer interaction the following month.

Bumble

Campus Event Manager

Auburn, AL

September 2022-Present

- Execute one event on campus per month by partnering with local businesses and managing event budget, logistics and operations to promote Bumble's mission and build brand awareness and relationships on campus
- Create promotion strategy for 9 campus events which resulted in over 500 total attendees and a 45% increase in campus app downloads
- Fulfilled digital and traditional marketing campaigns that have led 7,595 views on TikTok

JMG Public Relations

Public Relations Intern

Remote

January 2023-May 2023

- Developed media lists, pitch angles, press clippings, giveaway concepts, feature summaries, and graphics to support client information dissemination, resulting in increased media coverage and improved brand recognition
- Collaborated with an account executive 3 days a week to conduct strategic planning and effective organization for clients in tech, real-estate and lifestyle, resulting in successful campaigns and increased client satisfaction
- Crafted social media content to improve client social media presence, resulting in a 12.8% increase in Instagram follower engagement and a 4.2% increase in total followers from Feb 1 – May 1

The Oaks Agency Public Relations Firm

Account & Outreach Manager

Auburn, AL

August 2022-December 2022

- Lead a diversely skilled team of 7 to provide local business with public relations services including social media content creation, promotion execution, and news releases to increase brand awareness
- Maintained a personal client relationship through bi-monthly meetings and weekly email updates to ensure transparency and proper communication and client satisfaction

Social Media Manager

January 2022-April 2022

- Curated a monthly content calendar using Google Sheets to organize social media posts
- Managed Instagram and Facebook client accounts by posting photos, stories, and Reels to establish a brand aesthetic, appeal to customers, and maximize business
- Increased accounts reached by 85.6%, accounts engaged by 29.7% and followers by 8.3% from January to April 2022 on @toomersdrugs on Instagram

University Program Council

Assistant Director of Marketing

Auburn, AL

April 2022-April 2023

- Compiled specific marketing materials and graphic design ideas needed for 14 events
- Assisted setting up, managing, and dismantling events, while engaging with attendees to build relationships with UPC and between attendees
- Co-managed a team of 10 to ensure proper event execution and positive attendee experiences

TECHNICAL SKILLS

Canva | Basecamp | Muckrack | Coveragebook | GA4 | Instagram | TikTok | Microsoft 365 | Google Suite