

Elyssa Lehman

EL

Elyssa Lehman

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Branding Suite

Logo Options:



Fonts:

Adorned Garland Regular

Regular | Size 64

Adventure

Regular | Size 16

Raleway

Regular | ExtraBold | Black *For all documents

*Font size may be adjusted as needed

Colors:

C: 0
M: 0
Y: 0
K: 100

C: 0
M: 0
Y: 0
K: 0

C: 99.91
M: 88.1
Y: 27.32
K: 13.75

C: 71.49
M: 39.11
Y: 0
K: 0



Elyssa Lehman
331 W Glenn Ave.
Auburn, AL 36830

PLACE
STAMP
HERE

Your Name Here
123 Address St
City, State ZIP



ELYSSA LEHMAN

PUBLIC RELATIONS & MARKETING PROFESSIONAL

MAILING ADDRESS

13 Avenue F
Monroe Township,
New Jersey
08831

CONTACT INFO

732.685.7954
elyssal2002@gmail.com
www.linkedin.com/in/elyssalehman

SKILLS

- Content Creation
- Writing/Blogging
- Social Media
- Event Organization
- Teamwork

CERTIFICATIONS

- Content Marketing
HubSpot Academy
- Social Media Marketing
HubSpot Academy

EDUCATION

BACHELOR OF ARTS IN PUBLIC RELATIONS & MINOR IN MARKETING
AUBURN UNIVERSITY

EXPERIENCE

PUBLIC RELATIONS & MARKETING INTERN AUGUST 2023 - PRESENT TRINDGROUP

- Authored blog content on industrial topics for 3 engineering clients to promote product sales and inquiries and educate target audiences on industry information
- Performed various tasks for 4 clients 4 days a week and work with Social Media Coordinator, Public Relations Manager and Content Creator, ensuring timely and accurate completion of client projects
- Applied effective time-management and organization of assignments with daily use of Basecamp, Microsoft 365, Dropbox, Agriculture XPRT, Toggl and Canva to research and create content.

CAMPUS EVENT MANAGER SEPTEMBER 2022 - PRESENT BUMBLE

- Execute one event on campus per month by managing event budget, logistics and operations to promote brand awareness and mission
- Create promotion strategy for 7 campus events which resulted in over 300 attendees and 1,125 instances of social reach through TikTok and Instagram

PUBLIC RELATIONS INTERN JANUARY 2023 - MAY 2023 JMG PUBLIC RELATIONS

- 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
- Utilized various tools and platforms such as Google Docs, Google Sheets, Muckrack, Coveragebook, Canva, and Instagram to efficiently manage client projects and communications
- Collaborated with an account executive three days a week to provide strategic planning and effective communication for multiple clients, 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 follower engagement and a 4.2% increase in total followers from Feb 1 - May 1

ACCOUNT & OUTREACH MANAGER AUGUST 2022 - DECEMBER 2022 THE OAKS AGENCY PUBLIC RELATIONS FIRM

- Provided 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
- Lead a diversely skilled team of 7 to deliver client satisfaction

SOCIAL MEDIA MANAGER JANUARY 2022 - APRIL 2022 THE OAKS AGENCY PUBLIC RELATIONS FIRM

- Curated a monthly content calendar using Google Sheets to create and organize social media posts
- Communicated in weekly team meetings to discuss strategic and effective business plans for a local client
- 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

CAMPUS INVOLVEMENT

ASSISTANT DIRECTOR OF MARKETING APRIL 2022 - APRIL 2023 UNIVERSITY PROGRAM COUNCIL

- 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



ELYSSA LEHMAN

PUBLIC RELATIONS & MARKETING PROFESSIONAL

To

Kelli Hartsock

TRINDGROUP

824 East Glenn Avenue
Auburn, AL 36830

Dear, Ms. Hartsock

I am writing to you regarding the Public Relations and Marketing Intern position at TRINDGROUP. As an incoming senior at Auburn University, I am confident my current skill set, and hand-on learning approach has prepared me to take on this rewarding internship position.

My undergraduate major in public relations and minor in marketing, along with my professional experience and campus involvement has given me so much opportunity to grow and expand my skill set. Most recently, I was a public relations intern for JMG Public Relations for the Spring 2023 semester. Within this role I worked frequently on a client social media page, which resulted in increased engagement and follower count. This included graphic, caption, and short video creation. I also worked on a variety of different press materials for a wide variety of clients, which allowed me to efficiently multi-tasking while paying attention to detail. Additionally, I have been a part of the Bumble student ambassador program for the past two semesters, where I planned events and created media content. This included event promotion flyers, and short video creation to promote brand awareness on my campus. In a previous role as a social media manager for Auburn University's student-run pr firm, I curated social media content for a local business and organized that through the creation of a monthly content calendar. This upcoming semester, I plan on taking courses in PR research, digital marketing, and pr design to further enhance my knowledge of the field.

My hope is to share my love of public relations, marketing, and social media with the company I work for, to create long-lasting relationships, effectively story tell, and increase client brand awareness.

Please accept my resume in a separate file, which will provide depth on my education, experience, and skill set. I look forward to speaking with you in an interview setting. Thank you for your time and consideration.

Sincerely,

Elyssa Lehman

RESUME

COVER LETTER

Creative Brief



P R O J E C T

This is a brand identity suite for Elyssa Lehman. The overall project includes a logo, branding suite, resume, cover letter, business card and envelope.

O B J E C T I V E

Create a personal brand that Elyssa Lehman can use when presenting herself in a professional setting. Her intent is to showcase her personality, creativity and professionalism.

T A R G E T A U D I E N C E

Anyone in the professional field who is looking to work with a public relations and marketing professional. This audience specifically includes potential clients, employers in the public relations, marketing and event planning industries and individuals looking to network.

L O G O D E S I G N & A T T I T U D E , F O N T , C O L O R

Elyssa wanted to create a design that is sleek and professional while reflecting the comfort from her personality.

In creating her logo, Elyssa tested many different cursive fonts. Experimenting with the curves in her initials led her to the final logo design.

When choosing a font for her full name, Elyssa initially chose a font that was thinner and curvier. She knew something was not quite right. The font did not feel like her. Once she found a font that she connected with, she redesigned her logo format, feeling confident in her new font choice.

The choice of blue as her brand color was strategic in two ways. One is that blue is Elyssa's favorite color. The second is that blue is a calmness, responsibility, and trustworthiness. During her design research, once Elyssa learned the symbolism of the color blue, she knew it was the perfect choice to associate herself with those feelings. Her use of color is a silent way to demonstrate her calmness, responsibility and trustworthiness in the industry.

I N S I G H T S & T A K E A W A Y S

Through this project, Elyssa got to learn about the Adobe suite and practice her Adobe Illustrator skillset. After completion of this project, Elyssa has a new found appreciation for designers, as there are so many functions and features to use in the Adobe suite. Even the simple designs like the ones Elyssa created, can take multiple hours to complete. Elyssa is excited to share her designs and is eager to learn more about design as she prepares to enter the workforce.