

sally jo george

2107 Mistymeadow Ct, Carrollton, Texas 75006

say hello

sallyjogeorge@gmail.com

502-295-7611

LinkedIn: Sally Jo George

Twitter: @sallyjogeorge

Website: sallyjogeorge.com

professional skills

Proficient in Adobe Photoshop & InDesign
Award winning photographer
Hootsuite & social media knowledge
Web design & usability
Cision, Oracle & Google analytics knowledge

education

Ball State University Muncie, Ind.

Major: Public Relations,
Honor's College & Ingelhart scholar

B.S. May 2015 GPA: 3.6

Holmes-McFadden Scholarship \$5,000,

Academic Achievement Scholarship \$54,000

Shirley Shepherd Memorial Scholarship \$1,000

volunteer work

Kosair Childrens Hospital

You've Got the Right One
University of Louisville children's summer camp

Second Harvest Food Bank
Muncie Chamber of Commerce

Humane Society

job experience

Ball State Resident Assistant:
Aug. 2012-May 2015

Kayrouz Café
Aug. 2008-Aug. 2015

references

Elizabeth Scott
elizabethlscott@yahoo.com

Bridgitte Breitner
Bridgitte.breitner@gmail.com

Francesca Marino
francesca.marino9782@gmail.com

public relations experience

FleishmanHillard

Public Relations Intern / Sept. 2015-Present/ Dallas

- Monitored social for high profile clients such as General Motors, Chevrolet & Marry Barra
- Created detailed reports reflecting customer sentiment & engagement using Oracle.
- Made recommendation for future content strategy for AT&T.

Vans

Freelancer: ECSC Aug. 2015/ Virginia Beach

- Assisted with event support at the East Coast Surfing Championship. I helped with activations at the Customer Culture booth.

Dittoe PR

Public Relations Intern / Jan. 2015-April 2015/ Indianapolis

- Drafted monthly reports highlighting ROI & PR measurements
- Researched, drafted & scheduled social media posts for clients
- Crafted bi-weekly & monthly blogs for two clients
- Assisted with the development & updating of media lists & other databases

BLASTmedia

Public Relations Intern / Sept. 2014-Dec. 2014/ Indianapolis

- Drafted PR, client, and media materials
- Attended & participated in client calls
- Wrote & pitched press releases to the media
- Drafted social media posts for KidzSafe

MedTouch

Healthcare Intern / May 2014-present/ Louisville, Ky.

- Assisted with digital strategy, audits, social media strategy, research, case studies, web analytics & web content migration

Scoppechio Advertising Agency

Social Media Coordinator / Aug. 2012-June 2013/ Louisville, Ky.

- Created a strategic social media plan, provided daily updates on Twitter remotely, created & executed @cre8thebuzz
- Digital Media Internship / May-Aug. 2012/ Louisville, Ky.
- Executed social media, created design work, led vendor calls, worked in a focus group

Media Research & Analytics Agency: Student-Run Analytics Agency
Executive Director/ Spring 2015

- Director & founding member of the media analytics agency, led client intake meetings & execution of Google analytics

VP of Community Relations/ Jan. 2014-Dec. 2015

- As an elected member of the executive board, implemented new PR tactics for the Greek community, educated chapters on ways to utilize PR tools and promote the Greek community.

Cardinal Communications

Account Executive & Digital Media Manager/ Aug. 2011-May 2014

- Created guerilla advertising tactics, pitched to the media, constructed social media plans & created branding plans.