

Chloe Cook

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SUMMARY OF QUALIFICATIONS AND SKILLS

- 3 years of experience with social media strategy and strategic planning
- Microsoft Office, Canva, Adobe Suite, Hootsuite, and Website Development experience
- Google Ad and Analytics Certified, HubSpot Email Marketing Certified
- Excellent time management, communication, and prioritization skills

EDUCATION

Marshall University, Huntington, WV

B.A. Advertising and Public Relations, Minor in Marketing

Projected Graduation – April 2022

GPA - 3.83

WORK EXPERIENCE

Marshall University Public Relations Capstone, Huntington, WV

Student Director

January 2022 – April 2022

- Directed business, creative, promotional, and media relations committees to consolidate end-to-end communication.
- Communicated with clients for the semester by directing fundraising, events, and analyzed communication efforts to raise over \$1,000 dollars in 8 weeks on Marshall University's campus.
- Scheduled meetings for committees, executives, and client check-ins.

Marshall University Student Government Association, Huntington, WV

Press Secretary

April 2021 – April 2022

- Created media content and newsletters for all social media channels.
- Gained experience with Marshall University Brand Guidelines by creating consistent content to deliver to students.
- Worked directly with the Assistant Dean of Students to communicate events, opportunities, and resources available on campus to students and organizations.
- Gained over 60,000 impressions on social media accounts, growing the overall account followings by 10%.
- Promoted Student Organization Funding to provide over \$20,000 to organizations on campus.

Heritage Farm Museum and Village, Huntington, WV

Food Service and Hospitality

May 2021 – December 2021

- Prepared food in a fast-paced environment for visitors.
- Managed cash register and computer payments.
- Assisted with hospitality and visitor experience through answering questions and leading visitors to their next destination.

Parks-Griffiths (Marshall University), Huntington, WV

January 2021 – April 2021

Campaign Manager

- Planned a strategic campaign for the 2021-2022 Student Body President and Vice President.
- Created logos, promotional materials, and social media posts.
- Scheduled face-to-face marketing and relational opportunities on campus and within organizations and departments.
- Gained 600 followers in our target audience within the 12 days of campaigning.

INTERNSHIPS

West Virginia Baptist Convention, Parkersburg, WV

May 2020 - August 2020

Media Intern

- Created a brand style guide to promote the brand identity and recognition of the WVBC.
- Directed media training, livestream set up, website management, and social media planning.

American Rosie Movement, Charleston, WV

June 2021 – October 2021

Public Relations and Communications Intern

- Managed and established all communication efforts including social media, content creation, media relations, and press releases.
- Directed in-office calls to the correct representatives.
- Promoted and defined registered trademarks for the organization.
- Organized events to honor the legacy of Rosie the Riveters.

HONORS AND ACTIVITIES

- Dean's List and President's List Honoree – all semesters
- Public Relations Student Society of America, Marshall University - Social Media Director
- Delta Zeta Sorority Member – Public Relations and Ritual Chair
- National Society of Leadership and Success Member