

Erick Edwing

Public
Relations

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Objective

To bring dedication and excellent quality to any campaign or goals presented before me. To contribute accomplished and knowledgeable strategy to your team. To strengthen the focus on corporate social responsibility, social change and advocacy.

Experience **Media Relations at The Fine Print**

8/14- Present

- Developed media strategy and communications (Twitter, Facebook, Instagram, Tumblr)
- Established and maintained community relations with local businesses and non-profits
- Boosted audience traffic by 30% by creating an integrated social media strategy
- Strengthened brand marketing and awareness by maintaining social media platforms and expanding presence
- Partnered with other departments in the publication to plan promotions, events and upcoming news

Staff Writer at The Fine Print

10/13- 8/14

- Wrote and self copy-edited articles and feature stories for the publication
- Conducted research and interviews on a daily basis
- Covered issues regarding homelessness, employee representation in the work place and environmental sustainability
- Followed through with deadlines and interview follow-ups

Intern at Liquid Creative/Marketing Mud Firm

5/14- 8/14

- Designed goals, objectives, strategies and tactics for clients to increase consumer awareness and action
- Created newsletters, blog posts and plan proposals for current and possible clients
- Conducted research, competitor analysis and internal strengths/weaknesses for projects and campaigning
- Planned events for Liquid Creative and researched pricing, interviewed businesses for venues and sought-after services and products
- Scheduled social media updates for various clients' Facebooks, Twitters and instagrams
- Shadowed employees to gain knowledge on positions such as account executive and media buyer
- Engaged in weekly meetings with both peer interns and firm employees and offered ideas and strategies

Education Public Relations at the University of Florida / Expected Graduation Date: May 2015

Outside Concentration of Business

UFPRSSA member

Skills Time & Task management / Social media strategy / Writing proficiency / Copy editing / Research / Creativity / Photoshop and InDesign / Strong verbal communication / Community outreach / Event planning / Organized / Team coordination / Leadership / Preparing press materials