

ALYSSA RAMOS-HERRERA

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Objective

To obtain a position in the public relations, marketing or communication field utilizing effective communication, leadership, design, event planning and organizational skills.

Education

Auburn University: Auburn Alabama

Bachelor of Arts; Public Relations and Spanish: Graduated August 2010

- With a concentration in marketing

Student; May 2008

International Studies Abroad; Malaga, Spain

- Student of Spanish Language at the University of Malaga

Professional Experience

Public Relations Intern and Assistant

August 2009 to Present

City of Auburn Parks and Recreation; Auburn, AL

- Member of Auburn CityFest Committee 2010
 - Responsible for planning and supervising all activities in the Children's Imagination Station
 - Headlining entertainers
 - Securing materials to run the children's area
 - Supervising staff in their duties and responsibilities
- Assisted in all events held at the Jan Dempsey Community Arts Center (JDCAC) and affiliate events outside of the JDCAC
- Developing all media for events and programs at the JDCAC
 - Writing news releases
 - Writing public service announcements (PSA's)
 - Creating fliers, billboards, marquees
- Creating quarterly newsletters
 - Writing feature stories
 - Creating layout and design
 - Photography
- Daily tasks and running of the JDCAC

Freelance Reporter

April 2010 to Present

The Corner New; Auburn, AL

- Writing feature articles
- Taking photographs for the *Cornered* section
- Taking the weekly fashion photograph for *Style Stealer* section
- Interviewing persons of interest for weekly web cast

Intern and Assistant

February 2009 to October 2009

FlipFlopFoto; Opelika, AL

- Wrote news releases
- Assisted in making programs
- Helped set up and facilitate events
- Wrote feature stories

**Activities
& Honors**

Auburn University Public Relations Council of Alabama
(AUPRCA)

Fall 2009 to Spring 2010

- **Vice President of Projects**
 - The liaison between AUPRCA organization and its clients.
 - Responsible for forming and heading committees to complete projects the client need.
 - Creating campaigns to publicize events and to raise awareness.

Phi Sigma Pi National Honor Fraternity

September 2007 to May 2010

- **President (2008-2009)**
 - In charge of meeting with the executive board officers once a week
 - Writing meeting agendas and officiating weekly meetings
 - Supervising other officers and Chapter activities
 - Informing the Chapter of the requirements the National Office expects us to fulfill each year.
- **Secretary (2007-2008)**
 - In charge of keeping Chapter roll book and attendance records
 - Recorded weekly meeting minutes and distributed to each member
 - Distributed and collected all forms required by the National Office.
- **National Convention (2009)**
 - Responsible for representing chapter at the yearly National Grand Chapter meeting
 - Attended leadership conferences
 - Compared strategies with other officers from other chapters

Key Skills

- Spanish Language Competency
- Social media management
- Proficient in Microsoft office 2007
- Photoshop CS4
- Organization and event planning
- Novice in Photography

References

Available upon request.