

HANNAH GORNTO

Public Relations Professional

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PROFILE

I am a recent Auburn University graduate looking to begin my career in public relations and marketing. I'm extremely motivated, a hard worker and a fast learner.

EDUCATION

Bachelor of Arts in Public Relations
Auburn University, 2014 - 2018
Minor in Business
3.81 GPA

EXPERIENCE

Fingerpaint Marketing

PR and Creative Intern
May 2018 - Aug. 2018

- Completed work for clients in a variety of industries, including entertainment, commercial and pharmaceutical
- Created media pitches, blog posts, media lists and press invites
- Utilized Cision to create media reports for clients and send out media pitches

The Mint Julep Boutique

Marketing Intern
Jan. 2018 - April 2018

- Applied knowledge from my PR classes to run The Mint Julep's Instagram story
- Created social media content using different tools such as Canva and Adobe Spark
- Gained experience working with social media and online analytical tools such as Google Analytics to see how effective the social media posts were

INVOLVEMENT

Auburn Panhellenic

Director of Recruitment Media and
Director of Social Media Content
Nov. 2015 - Nov. 2017

- Managed social media accounts and created social media graphics for daily postings
- Created the handbooks and manuals for recruitment using Adobe InDesign
- Maintained the Panhellenic website and managed updates for the blog
- Gained knowledge pertaining to my major, such as how to run social media accounts for an organization

Camp War Eagle

Parent Counselor
Jan. 2017 - Nov. 2017

- Helped run the freshman orientation sessions for Auburn University
- Led groups of up to 75 parents to help explain information about their students' college experience
- Represented Auburn University to all of the incoming freshmen and their families

Rho Lambda Honor Society

Secretary
Sept. 2016 - May 2017

- Recorded attendance and took minutes at all meetings throughout the year
- Kept track of all of the records and assisted the president with anything needed
- Learned how to become more organized and how to manage an organization of over 100 members

SKILLS

Google Analytics certified
Adobe Creative Suite
AP writing style
Cision
HTML & CSS

News writing
Public speaking
Microsoft Office
Social media platforms
Leadership

AWARDS

Delta Zeta Sorority Leadership Award

College of Liberal Arts Dean's List

Fall 2014, Spring 2016, Fall 2016, Spring 2017, Fall 2017,
Spring 2018

Summa Cum Laude graduate