

# AMERY SALDANA

The University of Oklahoma Class of 2023

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  amerysaldana

## ABOUT ME

I am a senior studying to earn a Bachelor of Science in **Public Relations** at The University of Oklahoma in the Gaylord College of Journalism and Mass Communication. I am minoring in **Women and Gender Studies**, with a focus in Women in Sports, through the Dodge Family College of Arts and Sciences. I have an expected graduation date of December 2023.

## EDUCATION

Friendswood High School	College of the Mainland	The University of Oklahoma
Friendswood, Texas 2016-2020	Texas City, TX - Dual Credit 2016-2020	Norman, Oklahoma 2020-2023

## EXPERIENCE

### Prominence PR Creative Director

January 2023 - current

- Responsible for look and feel of all campaign materials including research tools, research report, creative materials, promotional materials, evaluative materials and final plans book.
- Responsible for working fluently with Adobe InDesign and Canva.
- Work closely with all members of the agency, especially the strategy and writing directors

### Cyclebar Classen Curve & Rumble OKC Social Media Internship

September 2022 - Present

- Create and maintain regular content on both social media accounts of over 6,000+ followers.
- Assist in taking content during classes.
- Provide any necessary help to CB / RB staff on events, projects and influencer partnerships.
- Work on SweatFest OKC 2022 by taking content and representing both brands.
- Formed the 2023 Ambassador Program consisting of 15+ OKC local ambassadors.

### Augusta Kelly & Co. Public Relations and Marketing Manager

January 2022 - Present

- Maintain a social presence for the construction company through Instagram, which has an audience of 400 followers.
- Maintain and regulate the websites associated with the construction company.
- Assist in the office with various tasks alongside CEO's.

### Kinder Morgan, Inc. BOLT Corporate Communications Summer Internship

May 2022 - August 2022

- Worked on projects that focused on enhancing the quarterly newsletter by measuring its effectiveness and identifying and implementing improvements.
- Prioritized working with the team to refresh existing content and developing new content for the various platforms managed by the department.
- I worked with the rest of the Corporate Communications team on the Kinder Morgan Foundation, social media monitoring and the building of an extensive photo library for Kinder Morgan internally and externally.

### HatsbyMadi Public Relations and Marketing Internship

January 2021 - May 2022

- Worked closely with Madi Nickens, HatsbyMadi CEO/Owner, to create social media content on various digital platforms. These platforms include Instagram, Facebook and TikTok, where I helped produce content for platforms with over 14,000 followers.
- I also had the opportunity to be in various promotional photoshoots for the brand. - @hatsbymadi

### Lewis Jewelers Social Media Manager

May 2021 - August 2021

- Maintained social platforms for this luxury jewelry company. Platforms include Instagram and Facebook, where I produced and maintained content for 4,000 followers.
- Worked closely with the Marketing Coordinator and Owner/CEO's to produce magazine and website content through photoshoots and other promotional opportunities.
- Worked closely with Lewis Ambassadors, who are women chosen to represent the brand and create promotion for the company. - @lewisusa

### Honestly Margo Public Relations and Marketing Internship

December 2020 - August 2021

- Worked closely with CEO's of Honestly Margo to create online, digital platform content. Platforms include Instagram, TikTok, Facebook and Pinterest, where I helped produce content for Honestly Margo's 21,000+ followers.
- Work was done completely remote due to the COVID-19 pandemic, which encouraged timeliness and efficiency. - @honestlymargo

<b>ACCOLADES</b>	<b>Dean's Honor Roll</b> Norman, Oklahoma 2020 - 2022	<b>President's Award</b> Girl Scouts, Inc. May 2020		
<b>INVOLVEMENT</b>	<b>Alpha Lambda Delta Honor Society</b> Norman, Oklahoma 2020 - Present	<b>Delta Delta Delta Sorority</b> Norman, Oklahoma 2020 - Present	<b>Campus Activities Council (CAC)</b> Norman, Oklahoma 2021 - 2022	<b>Campus Activities Council PR Committee</b> Norman, Oklahoma 2021 - 2022
	<b>Delta Delta Delta Philanthropy Committee</b> Norman, Oklahoma 2020 - 2022	<b>Delta Delta Delta Licensing Chair</b> Norman, Oklahoma 2020 - 2022	<b>Public Relations Society of America (PRSSA)</b> Norman, Oklahoma 2020 - Present	<b>Public Relations Society of America (PRSSA) Fundraising Committee</b> Norman, Oklahoma 2021-2022
<b>RELEVANT COURSEWORK</b>	<b>Social Media Marketing (JMC 4473)</b> <b>Crisis Communication (JMC 4413)</b> <b>Public Relations Research (JMC 4453)</b> <b>Public Relations Design (JMC 3433)</b> <b>Public Relations Writing (JMC 3423)</b> <b>Public Relations Principles (JMC 3413)</b> <b>Introduction to Advertising (JMC 3303)</b> <b>Media Writing and Storytelling (JMC 2033)</b> <b>Public Relations Campaigns (JMC 4403)</b> <b>International Advertising (JMC 4303)</b>			