



AUDREY WELLS

PUBLIC RELATIONS & MARKETING PROFESSIONAL

PROFESSIONAL SKILLS

AP Style
Asana
Blogging
Canva
Cision
Copywriting
CrowdRiff
InCopy
InDesign
MailChimp
Market Research
Media Lists
Microsoft Office
PhotoShelter (Libris)
Press Clipping
Press Releases
Public Speaking
Reporting
Slack
Simpleview (CRM & CMS)
Social Media Strategy
Strategic Communication
Workday

PERSONAL SKILLS

Creative Spirit
Reliable
Professional
Organized
Time Management
Multitasker
Driven
Team Player
Independent Worker
Fast Learner
Motivated
Tenacious
Outgoing

CONTACT

Asheville, N.C.

P: (828) 606-9623
E: audreywells64@gmail.com
W: www.audreyawells.com

@audreyaliese

ABOUT

I am an experienced communications specialist seeking a full-time position in marketing and strategic communication, where I can apply my knowledge and skills for continuous professional development

WORK EXPERIENCE

MARKETING & PUBLIC RELATIONS ASSISTANT

Explore Asheville CVB | Sep 2018 - present

- Support all teams in the marketing department including public relations, content and advertising teams.
- Clip upwards of 200 media mentions per month and compile reports for monthly board meeting presentations.
- Manage all incoming photo requests from journalists writing articles about Asheville.
- Facilitate hotel stays, media gifts, invoices and reimbursements for incoming journalists.
- Organize outreach and delivery of Explore Asheville assets to hundreds of community partners.
- Create content such as press releases, blog posts and media advisories for publication in Explore Asheville channels.

PUBLIC RELATIONS COORDINATOR

SPARK Strategic Ideas | Aug 2017 - Aug 2018

- Assisted in managing 11 client portfolios with services such as public relations materials, social media management and event execution.
- Created press releases, media lists, media pitches and other public relations materials.
- Clipped media mentions and compile quarterly reports for all clients.
- Managed and created content for all of the agency's social media sites.

CAMPAIGNS TEAM LEADER

1893 Brand Studio | Oct 2015 - May 2017

- Managed and met with clients to strategize communications campaigns and provide clients with tools such as a Social Media Toolkit.
- Formulated and executed a social media plan for the agency's social media accounts.
- Created compelling sponsored content and paid media that tell compelling stories for the agency's clients.

EDUCATION

BACHELOR OF ARTS, PUBLIC RELATIONS & POLITICAL SCIENCE

University of North Carolina at Chapel Hill | 2013 - 2017