

Sierra Yates

Fernandina Beach, FL | 904-566-0348 | sierrajoelle98@gmail.com

EDUCATION

Bachelor of Science in Communication University of North Florida, Jacksonville, FL | Expected Graduation: December 2023

- Concentration in public relations
- Minor in professional & public writing
- GPA: 3.74 Dean's List

MARKETING SKILLS

Microsoft Office Suite	Adobe InDesign	Organization	Customer Service
Adobe Photoshop	WordPress	Budget Management	Interpersonal Communication
Social Media Management	Google+	Creativity & Design	Writing & Editing

RELEVANT EXPERIENCE

PR Secretary, and Social Media Content Creator for PRSSA Club | University of North Florida, Jacksonville, FL | September 2022-

- Craft advanced images with Adobe Photoshop and Canva
- Curate and upload the minutes of each meeting to Canvas

Public Relations Writing Course | University of North Florida, Jacksonville, FL | September 2022- Present

- Developing public relation skills including feature writing, writing press releases, composing media advisories, curating an online media kit and preparing for a press conference
- Presented in a mock press conference with my composed media kit

Advertising Media Graphics Course | University of North Florida, Jacksonville, FL | May 2022-June 2022

- Designed pamphlets and brochures with InDesign
- Crafted advanced images with Adobe Photoshop
- Developed magazine covers and pages with combination of both applications

Advanced Writing for the Media Course | University of North Florida, Jacksonville, FL | August 2021-December 2021

- Developed AP style writing
- Edited news releases
- Generated ideas for news story leads

Qualifications

- Excellent written and oral communication
- Experience working in a team-oriented setting
- Adept at following complex directions
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Honors

- Phi Theta Kappa Honor Society | Upsilon Eta Chapter