

# Sierra Yates

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## 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