

# Laura Modrall

## Public Relations Professional

### Why Pick me?

I'm a talented marketing gal with a knack for graphic design.  
Visit <http://lauramodrall.wix.com/publicrelations> for examples.

### Skills

Adobe Photoshop, Illustrator, InDesign, Microsoft Word, PowerPoint, Excel, WordPress Blog and Website, Social Media Marketing, SEO, Basic HTML Coding, Dreamweaver, Final Cut, Premier Pro, Audacity, AP Writing Style, Public Speaking

### Education

**Bachelor of Arts Degree, Communication, April 2013, Summa Cum Laude**  
Emphasis: Public Relations. Flagler College, St. Augustine, FL

#### Honors and Awards

Flagler College President's and Dean's List, 2011 - 2013  
Blog was "Freshly Pressed" by WordPress  
Published in the 2012 and 2013 Gargoyle *Anthology*  
Alpha Chi National Honor Society  
Phi Omicron Chapter of Lambda Pi Eta,  
National Communication Association's Honor Society

### Experience

**The Salvation Army of West Polk County** **2013 - 2015**  
*Community Outreach and Volunteer Coordinator*

- ✓ Generated and maintained content for organization's social media sites.
- ✓ Wrote press releases, letters, and content for all ads and brochures.
- ✓ Designed ads, handouts, brochures, videos and company website.
- ✓ Recruited volunteers, and was liaison between them and Program Directors.

**DOW Advantage Public Relations Group** **2012 - 2013**  
Habitat for Humanity, St. Augustine, FL  
*Account Executive, Spring 2013 / Intern*

- ✓ Hands-on promotion of Habitat's annual, fundraising Gala.
- ✓ Wrote numerous press releases to promote various fundraising events.
- ✓ Managed the organization's social media sites.

**Public Relations Student Society of America** **2013**  
Flagler College Chapter

- ✓ Designed brochure, posters and banner for Communication Week.
- ✓ Prepared material for printing process, then communicated with printer.

**Lorrie Walker Communications, Lakeland, FL** **Summer of 2012**  
*Intern*

- ✓ Mastered various SEO techniques, like keyword implementation.
- ✓ Wrote several press releases and articles for various clients.
- ✓ Updated client blogs regularly.
- ✓ Extensive planning for a client's fundraising event, including poster design.