

CHRISTINA GUYTON

CONTACT ME

Mobile: 901-652-4018

Email: christinayguyton@gmail.com

Portfolio: christinayguyton.journoportfolio.com

CURRENT CLIENT WORK

CVIC

- Copywriting and content creation for the agency's website
- New business development

Count on Me Family Foundation

- Media relations
- Community relations in response to COVID-19 crisis

EDUCATION

The University of Alabama: Honors College

Graduated *magna cum laude* | May 2020

Communication and Information Sciences

B.A. in Public Relations

Arts and Sciences

B.A. in Dance

GPA: 3.9/4.0

PROFICIENCIES

Adobe Creative Suite	Hootsuite
AP Style	Microsoft Office
Canva	Social Media Skills
Cision	SocialRank
Crimson Hexagon	WordPress

ACHIEVEMENTS

- Arts and Sciences' Outstanding Sophomore
- President's List
- Dean's List

LEADERSHIP

Dance Alabama! Film Festival Co-Director

- Event planning and marketing
- *The Source* Collaborative Grant recipient
- UA UCRA Grant recipient

EXTRACURRICULAR

Performance Company Member

- Alabama Repertory Dance Theatre
- Dance Alabama!
- Dance Collection

EXPERIENCE

References available upon request.

Account Executive

Jan. 2020 - May 2020

Public Relations Campaigns Course | The University of Alabama

- Applied and was selected to lead a PR/ad team of 13 in the creation of a comprehensive campaign for beach lifestyle brand 30A
- Managed the team to develop research-based strategies, design elements, copy and content, and PR tactics, compiled into a 45-page plans book
- Selected by the client as the winning team out of four mock agencies

Editor and Writer

Aug. 2019 - Dec. 2019

Platform Magazine | The University of Alabama

- Produced articles and blog posts, edited the works of fellow writers, commented on other industry blogs on behalf of *Platform*, and pitched blogs to outlets for potential republication
- As a member of the magazine's communications team, published all writers' work on the site, promoted content via social media and assisted in managing the publishing schedule

Public Relations Intern

June 2019 - Aug. 2019

FleishmanHillard | Dallas, Texas

- Provided daily social media monitoring for clients, compiled weekly and monthly reports, and produced a "research and references master document" to streamline client content production
- Wrote blog content and reporter pitch notes, participated in planning meetings for various clients, and competed against another intern team to develop strategic marketing plans

Digital Content Assistant

Sept. 2018 - Dec. 2018

UA College of Arts and Sciences | Tuscaloosa, Alabama

- Provided social coverage of departmental events, performances and panels, and conducted interviews for featured students and professors
- Improved brand presence and message consistency across social media platforms with compelling content and creation of customized content management spreadsheets

New Business Ventures Intern

May 2017 - Aug. 2017

Sullivan Branding | Memphis, Tennessee

- Worked directly with the VP/Director of Sponsorships and Brand Strategy on new business development, client strategy and account servicing
- Improved the agency's RFP process by creating a template deck for new business proposals
- Created a detailed social media-focused marketing plan for a startup pottery and coffee shop, Belltower Artisans

Media Relations Intern

May 2016 - Aug. 2016

CVIC | Washington, D.C.

- Managed process development and ongoing updates for metro-level print, broadcast and online media lists for data analytics firm CoreLogic
- Communicated directly with editors and reporters to update a customized online contact system for more than 400 metro markets
- Coordinated with the agency's multiple offices for media list revisions