

Macy Pressley

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Education

Virginia Commonwealth University: B.S., Mass Communications & Digital Journalism,
May 2021, *magna cum laude*

Experience

Keep Virginia Beautiful, Communications Coordinator May 2021 – present

- Lead public relations initiatives, writing and distributing over 30 press releases to promote fundraising events and grant initiatives
- Create statewide visibility for the 30 in 30 Green Grant program, Shiver in Virginia, Adopt a Highway and other litter prevention projects
- Manage event calendar, researching environmentally themed events across the state

Keep Virginia Beautiful, Marketing & Communications Intern January 2021 – May 2021

- Wrote, edited and sent news releases, blogs and social posts to promote key events
- Managed contact database, staff meeting agendas, notes and action items
- Developed recommendations for future internships, brand ambassador and corporate partnership programs

Capital News Service, Credentialed Reporter January 2020-May 2020

- Wrote articles, edited content and provided photo visuals covering Virginia General Assembly legislation on environment, animal welfare, technology and other issues
- Stories published in major media including the Washington Post, US News and World Report, the Miami Herald and the Virginia Mercury

Wellington Zoo, Communications Intern June 2019-July 2019

- Researched and developed a strategic plan and recommended platform for critical internal communications utilizing a multi-tiered social media approach
- Shadowed zoo management, marketing team and animal care staff to gain a broad perspective on organizational dynamics and business issues

Commonwealth Times, Contributing Writer November 2018-May 2020

- Wrote and edited news stories, using AP style and meeting strict editorial deadlines
- Experienced interviewer, skilled at surfacing insights from subject matter experts
- Collaborated with news team to create, edit and publish stories, photos and videos

Virginia Commonwealth University, Resident Assistant August 2018-May 2019

- Advised and facilitated the social, academic and personal advancement of 40 first-year residents, cultivating positive, peer-leader relationships

Skills

Proficient in writing, editing, proofreading, journalism, public and media relations, AP Style, digital and social media communications. Well versed in Microsoft Office, Adobe Creative Suites, Google Workspace and Google Analytics. Detail-oriented, strong time manager, team builder, active listener, improv performer and devourer of books.