

LINDSAY MCGOWAN

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PROFESSIONAL EXPERIENCE

Social Media Intern

Today's Business
Sept 2017 - Dec 2017

- ◆ Assist in maintaining and enhancing social media presence for clients
- ◆ Utilize internet marketing techniques to increase traffic, brand awareness, and engagement
- ◆ Collect and report an analysis of client's online presence with regards to marketing strategies on a weekly and monthly basis

Public Relations Intern

Watkins McGowan, LLC
May 2017 - Aug 2017

- ◆ Edited company website content and trafficked company projects and deadlines
- ◆ Researched media outlets and contacts to compile media lists for clients
- ◆ Monitored and posted on client social media channels

Project Assistant

The New York Daily News
Golden Gloves
Jan 2017 - Apr 2017

- ◆ Developed public relations and social media campaigns for client with small team
- ◆ Managed and created content for social media accounts; increased followers by 50.7%
- ◆ Assisted with event planning and management including setup and guest check-in

Production Director

Lennon Wall Magazine
Anglo-American University
Sept 2016 - Dec 2016

- ◆ Designed layout for a university print literary magazine and inputted content from staff writers
- ◆ Ensured all content met design and production deadlines
- ◆ Collaborated with editors for final proofs and design changes

Radio Intern

The Bert Show
Cumulus Media
May 2016 - Aug 2016

- ◆ Assisted on nationally syndicated morning radio show
- ◆ Researched news headlines for major syndicated markets and provided stories for on-air content
- ◆ Proficiently indexed a radio show for producers to pull adequate audio clips for later show segments

LEADERSHIP & MEMBERSHIP

President

Public Relations Student Society of America
May 2017 - Present

- ◆ Plan bi-weekly meetings, campus events, speaker series, and coordinate with other on-campus organizations to co-host programs
- ◆ Previously held positions of Vice President (2016-2017) and Secretary (2015-2016)
- ◆ Serve on National Graphic Design Subcommittee

Div. I Student Athlete

Seton Hall University Swimming & Diving
Aug 2014 - May 2016

- ◆ Two-time Big East All-Academic Selection

EDUCATION

B.A. in Public Relations, Minor in Graphic Design




Seton Hall University, Expected Graduation: May 2018
GPA: 3.72

- ◆ University Honors Program
- ◆ Dean's List (all semesters)
- ◆ Recipient of University Presidential Scholarship, Servant Leadership Scholarship, and Raymond Peter Lukshis Endowment Scholarship

SKILLS

Adobe Creative Suite
Microsoft Office
Social Media
Cision
Balsamiq

SOCIAL

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