

# Drue Hamlet

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## EDUCATION

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- University of Tennessee, Tombras School of Advertising and Public Relations** Knoxville, TN  
*Master of Science in Communication and Information (GPA: 3.94)* May 2026
- Concentration in Advertising and Public Relations
- University of Tennessee, Tombras School of Advertising and Public Relations** Knoxville, TN  
*Bachelor of Science in Communication and Information (GPA: 3.85)* May 2025
- Major in Public Relations, Minor in Business Administration, Minor in Journalism & Media
- Universidad Católica de Valencia** Valencia, Spain  
January 2023 - February 2023
- Completed coursework related to global communication and film studies
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## EXPERIENCE

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- University of Tennessee, Office of Communications and Marketing** Knoxville, TN  
*Social Media Intern* September 2023 - Present
- Serve on a cross-functional communications team in the university's central marketing and communications office to produce **75+ pieces of content** for the UT Knoxville social media channels to attract and engage the audience
  - Developed strategies, campaigns, and tactics to help foster a sense of community among current and prospective students through strategic messages and interview-style videos ("Drue on the Street")
- College of Communication and Information, The Media Center** Knoxville, TN  
*Graduate Research Assistant* September 2025 - Present
- Lead content creation and strategy for **nine student-led media programs**, author **15+ feature stories** for the college news blog, coordinate networking and speaker events, design print promotional materials
- Wasserman, Sports and Entertainment Media Group** Brooklyn, NYC  
*Account Management Intern* May 2025 - August 2025
- **Liased** between **two global clients**, provided the internal communications team with timely feedback, finalized client presentation decks with creative/strategy/etc. teams, participated in weekly client meetings
- Finn Partners** Nashville, TN  
*Public Relations Intern* May 2024 - August 2024
- Completed tasks for **20+ clients**, communicated with **300+ media outlets**, generated **10+ news placements**, curated **25+ media lists**, gained monitoring, reporting, and media relations skills in an agency environment
- Laksia** Valencia, Spain  
*Social Media and Marketing Intern* April 2023 - June 2023
- Produced content for Instagram, TikTok, and LinkedIn to promote the initiatives of an entertainment technology start-up company, edited advertising videos, created social media calendars, communicated with corporate clients
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## LEADERSHIP & INVOLVEMENT

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- Public Relations Student Society of America (PRSSA)** Knoxville, TN  
*President* September 2022 - May 2025
- Led a **200+ member** organization, hosted weekly meetings with the six-member executive board, successfully increased membership by **12%**, organized **25+ events** with PR professionals, fundraised over **\$1,500**
- Chapter Development National Committee Member* September 2024 - May 2025
- Represent PRSSA at university-wide events, regularly communicate with PRSSA members across the globe, provide over **7,000 members** with information on networking opportunities, speaker events, etc
- Bateman Case Study Competition* September 2023 - May 2024
- Planned and executed a PR campaign for a real-life client, the single team to generate live news coverage (represented the team in an interview with a local CBS affiliate)

- STUDENT GOVERNMENT ASSOCIATION** Knoxville, TN  
*Assistant Director of Communications* September 2022 - May 2024

- Served on the executive board of an organization with **450+ members**, successfully **increased Instagram following by 12%**, created **25+ graphics**, corresponded with internal and external audiences

### **The Volunteer Channel**

*Anchor, Scriptwriter*

Knoxville, TN

September 2021 - January 2023

- Coordinated with producers, wrote weekly scripts regarding various topics, acted as on-air talent and crew member to create **30-minute shows**, performed as the primary on-air talent for VolTalk and conducted **15+ interviews** for each episode

### **COLLEGE OF COMMUNICATION AND INFORMATION**

*Ambassador*

Knoxville, TN

September 2022 - January 2023

- Performed **20+ weekly tours** to prospective students and their families, served as an ambassador at **20+ networking events** to promote the College of Communication and Information

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## **AWARDS**

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**Student Communicator of The Year** *awarded by the PRSA Volunteer Chapter*

January 2024

**National Gold Key Award** *awarded by PRSSA National*

August 2025

**National President's Citation** *awarded by PRSSA National*

August 2025

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## **SKILLS**

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**Language:** French (limited working proficiency)

**Design:** Adobe Creative Suite (Photoshop, InDesign), Canva, Wordpress

**Media:** Sprout Social, Sprinklr, MuckRack, Cision

## **Public Relations Student Society of America (PRSSA)**

- *Membership Chair (2022-2023)*
- *Vice President (2023-2024)*
- *President (2024-2025)*
- *National Committee Member in Chapter Development (2024-2025)*
- *Bateman Case Study Competition Team (2023-2024)*

## **Student Government Association**

- *First Year Leadership Council (2021-2022)*
- *Undergraduate Student Senator for the College of Communication and Information (2022-2023)*
- *Executive Cabinet as the Assistant Director of Communications (2023-2024)*

## **Kappa Kappa Gamma**

- *External New Member Chair (2022-2023)*

**Tombras School of Advertising and Public Relations Ambassador (2023-2025)**

**College of Communication and Information Ambassador (2022-2023)**

**The Volunteer Channel (2021-2023)**

**Vol Talk Host (2022-2023)**

## **HIGH SCHOOL**

### ***Student Government***

- *Senior Class President*

### ***The Bear Facts Newspaper***

- *Broadcast and News Editor*

***ALA Jersey Girls State Delegate (2020)***

***Server / Hostess***