

Drue Hamlet

EDUCATION

UNIVERSITY OF TENNESSEE, TOMBRAS SCHOOL OF ADVERTISING AND PUBLIC RELATIONS Spring 2025 Graduate
BACHELOR OF SCIENCE IN COMMUNICATION (GPA: 3.85) Knoxville, Tennessee

- Major in Public Relations, Minor in Business Administration, Minor in Journalism & Media

UNIVERSIDAD CATÓLICA DE VALENCIA January 2023 - February 2023
Valencia, Spain

- Completed six weeks of coursework related to global communication and film studies

RELEVANT EXPERIENCE

WASSERMAN, SPORTS AND ENTERTAINMENT MEDIA GROUP May 2025 - NOW
ACCOUNT MANAGEMENT INTERN Brooklyn, New York City

- Serve as a **liaison** between **two global clients**, provide the internal communications team with timely feedback, finalize client presentation decks with creative/strategy/etc teams, attend weekly client meetings

UT OFFICE OF COMMUNICATIONS AND MARKETING September 2023 - NOW
SOCIAL MEDIA INTERN Knoxville, Tennessee

- Serve on a cross-functional communications team in the university's central marketing and communications office to produce **50+ pieces of content** for the UT Knoxville social media channels to attract and engage prospective students and parents
- Developed strategies, campaigns, and tactics to help foster a sense of community among current students, including both undergrad and graduate students, through strategic messages and interview-style videos ("Drue on the Street")

FINN PARTNERS May 2024 - August 2024
PUBLIC RELATIONS INTERN Nashville, Tennessee

- Completed various 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

BATEMAN CASE STUDY COMPETITION September 2023 - May 2024
TOMBRAS SCHOOL OF ADVERTISING AND PUBLIC RELATIONS Knoxville, Tennessee

- Selected to serve on a six-person team to plan and execute a PR campaign for a real-life client, the only team to generate news coverage (represented the team in an interview with a local CBS affiliate)

LAKSIA April 2023 - June 2023
SOCIAL MEDIA AND MARKETING INTERN Valencia, Spain

- Performed on a three-person marketing team for a start-up company to produce content for Instagram, TikTok, and LinkedIn, produced advertising videos, created social media calendars, communicated with clients

LEADERSHIP AND INVOLVEMENT

PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA (PRSSA) September 2022 - May 2025
PRESIDENT

- 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

STUDENT GOVERNMENT ASSOCIATION September 2022 - May 2024
ASSISTANT DIRECTOR OF COMMUNICATIONS

- 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 September 2021 - January 2023
ANCHOR, SCRIPTWRITER

- Coordinated with producers, wrote weekly scripts regarding various topics, acted as on-air talent and crew member to create **30-minute shows**, served as the primary on-air talent for VolTalk and conducted **10+ interviews** for the show

COLLEGE OF COMMUNICATION AND INFORMATION September 2022 - January 2024
LAND AMBASSADOR

- Performed **20+ weekly tours** to prospective students and their families, served as an ambassador at **10+ networking events** to promote the College of Communication and Information

AWARDS

STUDENT COMMUNICATOR OF THE YEAR - PRSA VOLUNTEER CHAPTER January 2024

RELEVANT SKILLS

Adobe Creative Suite (Photoshop, InDesign), Microsoft Suite, Sprout Social, Wordpress, Squarespace