

Paige Abid

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EDUCATION

UNIVERSITY OF TENNESSEE GRADUATE SCHOOL

MASTER OF SCIENCE IN COMMUNICATIONS

Dual concentration in Advertising and Public Relations

Graduating May 2026

Knoxville, Tennessee

UNIVERSITY OF TENNESSEE, TOMBRAS SCHOOL OF ADVERTISING AND PUBLIC RELATIONS

BACHELOR OF SCIENCE IN COMMUNICATIONS (GPA: 3.50)

May, 2025

Knoxville, Tennessee

- Major in Public Relations, Minor in Journalism & Electronic Media

RELEVANT EXPERIENCE

UNIVERSITY OF TENNESSEE UNDERGRADUATE ADMISSIONS

CAMPUS AMBASSADOR VISITOR RELATIONS

March 2022 - May 2025

Knoxville, TN

- Engaged with 50+ prospective students and families biweekly to positively portray UT's values and academic achievements through tours, student panels, and recruiting events.
- Stayed up to date with school statistics, resources, and relevant facts about the university and the admissions process to aid visitors across the country, contributing to an 8% increase in campus tours.

ABSOLUTE INTERNSHIP

SOCK AFFAIRS PUBLIC RELATIONS INTERN

June 2024 - August 2024

Lisbon, Portugal

- Created 25+ newsletters for Sock Affairs and Heel Tread, maintaining consistent brand voice, tone, and visual identity, enhancing brand messaging and readability for international audiences.
- Wrote and edited English copy for websites, social media, and email marketing, increasing email open rates and social engagement by 6% through compelling copy, clear CTAs, and audience-focused messaging.

WUTK 90.3 THE ROCK

RADIO DISC JOCKEY

September 2021 - May 2022

Knoxville, TN

- Hosted weekly live broadcasts for 2,000+ listeners across East Tennessee, promoting local artists, concert venues, live events, and local news | increasing participation and awareness in station contests and sponsored segments.
- Efficiently communicated on-air by improvising commentary, facilitating giveaways, responding to live listener interactions, and adapting messaging in real time.

LEADERSHIP AND INVOLVEMENT

KAPPA DELTA, ALPHA EPSILON CHAPTER

VICE PRESIDENT INCLUSION

October 2023 - December 2024

Knoxville, TN

- Elected by a 500+ member chapter to serve on the Executive Council, leading the Accountability & Support Board to uphold member standards, resolve conflicts, and strengthen chapter culture.
- Facilitated 60+ individual and group meetings, and collaborated with national stakeholders through transparent, open communication, strengthening positive internal and external relations across the organization.

PUBLIC RELATIONS CAMPAIGN – UTK PUBLIC SPEAKING CENTER

RESEARCH DIRECTOR, GRAPHIC DESIGNER

August 2024 - December 2024

Knoxville, TN

- Developed, designed, and pitched a public relations campaign that leveraged key audience insights through research, outreach initiatives, campus advertising, and partnerships, with a \$10,000 budget.

SKILLS

- **Core Skills:** Strategic communication, media and community relations, copywriting, branding, content creation, social media management, creative problem-solving, leadership, collaboration, adaptability, critical thinking, crisis communication, detail-oriented project execution, event planning, and execution.
- **Technical Skills:** Microsoft Office (Word, Excel, PowerPoint), Adobe Creative Suite (InDesign, Photoshop, Illustrator), Canva, social media platforms/analytics.

AWARDS

UNIVERSITY OF TENNESSEE UNDERGRADUATE ADMISSIONS | Most Charismatic Ambassador

KAPPA DELTA | National Council Award (highest national recognition for outstanding chapter operations)