

# Kayla Rieger

## SUMMARY

Detail-oriented entry-level communications professional and aspiring public relations specialist with hands-on experience in public relations, media relations, and corporate communications. Supported PR campaigns, press materials, internal communications, and event coverage in fast-paced healthcare and government environments. Strong writing, media coordination, and organizational skills with a demonstrated ability to support brand awareness and stakeholder engagement.

## EDUCATION

### Oakland University, Rochester, MI

*Bachelor of Arts in Public Relations & Advertising (In Progress)*

August 2025 - Expected Graduation: May 2026 GPA - 3.86

Relevant Coursework: Media ethics & law, Media Design, PR and Advertising Writing, and Internal PR

### Macomb Community College, Warren, MI,

*Associate of Applied Science in Design & Layout*

May 2023 - May 2025 GPA - 3.77

Relevant Coursework: Illustration Fundamentals, Typography, Advanced Photoshop, Design for the Web and Advanced Digital Layout

## EXPERIENCE

### Oakland University William Beaumont

#### School of Medicine, Rochester, MI - Intern

*January 2026 - Present*

Prepared press-style content and promotional materials for digital and print communications.

Supported PR campaigns and media coverage through event coverage, messaging support and content development

Coordinated marketing and promotional activities for school events

Ensured consistent messaging and brand standards across internal and external communications in coordination with marketing priorities.

Managed website content and provided digital photography for communications materials

### U.S. Army Tank-automotive Armaments Command

#### Public & Congressional Affairs, Warren, MI - Intern

*August 2025 - Present*

Developed profiles, media pitches, and feature content for the TACOM Now internal newsletter

Supported internal communications projects in a fast-paced government environment

Coordinated PR events and promotional activities by managing logistics and stakeholder communications

Maintained a favorable corporate image through consistent messaging and content support

Clinton Township, MI

Willing to relocate

### U.S. Army Tank-automotive

#### Armaments Command

#### Integrated Logistics Support

#### Center, Warren, MI - Intern

*August 2024 - August 2025*

Investigated and resolved supply discrepancy reports (SDRs) for Army-managed repair parts and inventory systems

Managed employee timekeeping records and submitted bi-weekly timecards to payroll in

accordance with organizational procedures

Performed administrative support tasks, including documentation management and data

entry for logistics operations

## SKILLS

Microsoft Suite Certification

Adobe Creative Cloud

Writing for Digital Media

Media Relations

Content Creation & Stakeholder Communications

Digital Photography

Data Analytics

Public Speaking

Media Outreach Support

Written Internal Communication

Consumer Marketing

Project Management

## ASSOCIATIONS

Phi Theta Kappa Honors Society

Public Relations Student Society of America

## CONTACT

### INFORMATION

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