

# SKYLAR URBAIN

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**SUMMARY:** Emerging Public Relations and Advertising professional with entertainment publicity and agency experience seeking publicity or PR roles. Skilled in media outreach, press tracking, audience research, and pitching across digital and traditional platforms. Strong writer and communicator with a passion for digital culture, community engagement, and strategic storytelling.

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## EDUCATION

**Oakland University – Rochester, MI**

**Graduation: April 2026**

*Bachelor of Arts* | Public Relations & Advertising

GPA: 3.96

- President's List and Dean's List Recipient every semester
  - Recipient of Phi Theta Kappa honors scholarship
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## PROFESSIONAL EXPERIENCE

**Allied Global Marketing – Troy, MI**

Jan 2026-Present

*Entertainment Publicity & Promotions Intern*

- Draft and distribute proactive media pitches and outreach materials to local broadcast, online, and print media to support upcoming film releases and advance screenings
  - Monitor media coverage, digital conversations and audience sentiment, identifying trends and compiling reports for internal teams and clients
  - Conduct audience research and media analysis to align campaign messaging with relevant outlets and target demographics
  - Support live events by overseeing guests and collecting feedback to compose reports for clients
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## LEADERSHIP AND INVOLVEMENT

**Public Relations Student Society of America**

Aug 2025-Dec 2025

*Social Media Coordinator*

- Created and managed social media content (Instagram, LinkedIn) to promote PRSSA events and maintain a consistent voice
- Collaborated with the executive board to produce engaging posts that increased event awareness and member involvement

**Public Relations Student Society of America**

Dec 2025-Present

*Co-Vice President*

- Assisted in leading chapter meetings and hosting events, ensuring smooth execution and member engagement.
- Represented PRSSA at speaking events and helped plan and coordinate professional development opportunities.

**BeGolden Fashion Magazine**

Jan 2025-Dec 2025

*Photographer and PR chair*

- Assisted in planning, hosting, and promoting fundraising events, while ideating new event concepts
- Captured and edited photos for editorial and promotional use, supporting the magazine's visual identity and content