

MARA EBERLE

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ABOUT ME

I am a public relations student with a passion for communications and storytelling. Throughout my academic and professional career, I have developed into a skilled writer and content creator who is ready to enter the professional world.

EDUCATION

BACHELOR'S DEGREE IN COMMUNICATIONS, JOURNALISM & MEDIA (PUBLIC RELATIONS)
CERTIFICATE IN ETHNIC STUDIES

Shippensburg University

Aug. 2023 - Present

ACHIEVEMENTS

Dean's List

- Fall 2023, Spring 2024, Fall 2024, Spring 2025, Fall 2025

Communications, Journalism & Media Department

- Freshman Outstanding GPA Award
- Sophomore Outstanding GPA Award
- The Slate Staff Excellence Award
- Joyner Scholarship 2025-26

CERTIFICATIONS

- Muck Rack: Fundamentals of Media Relations
- Muck Rack: Fundamentals of Media Measurement
- Hootsuite: Hootsuite Platform Certification
- CITI: Social-Behavioral-Educational Researchers

PROFESSIONAL EXPERIENCE

COMMUNICATIONS INTERN

June 2025-Present

The Hershey Cubs

- Writing feature articles, press releases, media pitches and interview questions
- Co-created the Cubs Media Style Guide
- Skilled in Google Workspace, Canva and AP Style writing

PEER TUTOR

Sept. 2025-Present

Shippensburg University

- Course-based tutor for Media Writing (COMM 112): Assists students with AP Style rules and journalistic writing
- General writing tutor: Assists with and reviews student papers for various courses

CAMPUS INVOLVEMENT

PUBLIC RELATIONS DIRECTOR

Mar. 2025-Present

The Slate

- Oversees and controls The Slate's social media accounts
- Event/fundraiser planning and execution
- Frequent usage of Canva, Meta, LinkedIn, Google/Microsoft Workspace, Photocircle

DIRECTOR OF DIGITAL COMMUNICATIONS

Mar. 2025-Present

Public Relations Student Society of America (PRSSA)

- Oversees and controls SU PRSSA's social media accounts
- Brainstorms and creates promotional materials
- Writes for the semesterly newsletter
- Frequent usage of Canva and Instagram/Meta

VOLUNTEERING

NOTETAKER

Feb. 2024-Present

Shippensburg University

- Anonymously uploading class notes for peers with documented disabilities in various classes
- Courses: Principles of Public Relations, Public Relations Writing I, Media Law