

Anna L. LaRue

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PROFILE

- Passion for public relations, with a background in philanthropy, sales, communication and relationship management
- Proficient in Microsoft Office Suite, Google Drive, WordPress, Social Media Platforms and Adobe Indesign
- Knowledge of Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver and HTML coding

Areas of Expertise

Presentations and Facilitations
Event and Budget Management

Program Marketing
Data and Inventory Management

Public Relations
Professional Communications

EDUCATION

Bachelor of Arts in Public Relations | Auburn University College of Liberal Arts | Auburn, Alabama | c/o August 2016

EXPERIENCE

Internship | PACE Center for Girls Inc. | Lakeland, Florida | May 2016 – August 2016

- Worked as the public relations intern, where I created various communications materials to improve internal relations, helped to strengthen and display a central message throughout the center, assisted the business manager with day-to-day operations and designed marketing materials for various events within the center and Lakeland community

Volunteer | Operation Smile | Auburn, Alabama | August 2015 – August 2016

- Collaborated with a group of 63 members to raise donations for children with cleft palate and used funding to provide free surgeries to these children

Volunteer, Project Uplift | Auburn University | Auburn, Alabama | August 2015 – August 2016

- Collaborated with a group of 60 students to train and implement best practices to counsel and mentor children ages 5-12
- Served as a big sister to a seven-year-old brother and eight-year-old sister, which I saw each week to work on their homework and mentor them through life

Volunteer | Food Bank of East Alabama | Auburn Alabama | January 2015 – August 2016

- Worked alongside a team to coordinate a system for collecting and distributing food to those in need, while alleviating hunger, and creating public awareness regarding hunger and food security issues

Counselor & Public Relations Assistant | Camp Ton-A-Wandah | Flat Rock, NC | May 2014 – August 2014

- Utilized and strengthened communication and problem solving skills with children, parents, co-workers and superiors by addressing situations and achieving mutual objectives
- Directed Camp Ton-A-Wandah's Dance Arts Program for over 500 campers ages 5-16
- Coordinated with assistant teachers on class curriculums and final recitals
- Created and published blog posts for the camp, while managing the Tumblr social media account and creating awareness about upcoming camp activities and daily life of students at camp

Sales Associate | Victoria's Secret, L Brands, INC. | Dade City, FL | May 2013 – August 2013

- Streamlined inventory and coordinated various store displays showcasing merchandise
- Collaborated with a team to plan and implement creative presentations of various sales products for promotions and annual sale
- Attended various training sessions to learn numerous approaches to selling the brand and creating a relationship with customers

Sisterhood Relations Chairman | Auburn University Zeta Tau Alpha Sorority | Auburn, Alabama | January 2013 – May 2014

- Coordinated logistics for sorority mentorship program, which paired upper classmen with freshmen during the first two months of school, fostering new relationships and helping new members become acclimated to university life
 - Facilitated and presented at weekly sisterhood meetings and planned events to create strong bonds between sisters
 - Collaborated with regional retail suppliers to design personalized merchandise for the new members and maintained the budget sheet for these expenses and events throughout the semester
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