

Bailey Carreker

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EDUCATION

University of Georgia, Athens, GA
Bachelor of Arts, Public Relations, General Business Minor
HOPE Scholarship Recipient

May 2021
Overall GPA: 3.59

WORK EXPERIENCE

Public Relations Intern, *Jackson Spalding*, Atlanta, GA January 2022 – Current

- Provide support across the largest and most profitable agency account, Chick-fil-A
- Respond to and assist Chick-fil-A operators in store initiatives, menu giveaways and charitable partnerships
- Create press releases and media lists to assist in new Chick-fil-A restaurant openings
- Curate surprise and delight packages for guests that display Chick-fil-A brand love on social media
- Publish content including corporate social responsibility, operator stories and sustainability initiatives for Chick-fil-A's PR Twitter

Drive Thru Leader: Leadership Development Program, *Chick-fil-A*, Athens, GA June 2021 – December 2021

- Aided indoor store team in consistent drive thru communication throughout the day
- Created smooth transition into lunch and dinner rush hours
- Encouraged and challenged drive thru team members during daily huddles

Public Relations Intern, *See.Spark.Go*, Athens, GA May 2020 – December 2020

- Created social strategies using client's voices on Facebook, Instagram, LinkedIn and Pinterest
- Monitored potential press opportunities using HARO
- Built media lists for 25+ designated market areas (DMAs) using Cision

Music Business Intern, *Rotary Club of The Classic City of Athens*, Athens, GA December 2019 – April 2020

- Created and implemented social media plan for Facebook and Instagram
- Tracked *Vic Chesnutt Songwriter of the Year* nomination submissions and communication for judgment process
- Increased Facebook page following by 25.6% and implemented Instagram account, gaining 61 followers
- Boosted four Facebook posts using Facebook ads manager

Communications Intern, *UGA Development and Alumni Relations*, Athens, GA June 2019 – December 2019

- Composed writing projects including blog posts, press releases and digital marketing copy, numbering 15+
- Led intern team of four in promotional project sent to 200+ student organizations on campus
- Built blog posts using WordPress focusing on SEO and formatting, numbering 30+
- Prioritized and completed daily tasks in office-wide project management system, Asana

CAMPUS INVOLVEMENT

Public Relations Student Society of America (PRSSA), Athens, GA

Member

September 2018 – May 2021

Co-Committee Head, Member Relations

August 2019 – May 2020

- Drove engagement within organization by highlighting internal and external chapter achievement
- Tracked chapter attendance for world's largest PRSSA chapter at biweekly meetings
- Represented PRSSA weekly by recruiting members on campus through tabling

ADPR Connection, Athens, GA

Registration Co-Chair

August 2020 – May 2021

- Held appointed position and adapt committee to COVID-19 related changes
- Maintained organized registration of over 140 student and professional registrants using Google Forms and Google Sheets
- Created and sent out a series of email reminders with detailed descriptions of how to access virtual event
- Coordinated with co-chair to streamline the order and purchase of 24 event t-shirts

Registration Committee

August 2019 – October 2019

- Assisted in sorting/alphabetizing of 500+ name tags
- Attended weekly planning meetings to ensure progression of event
- Maintained an organized check-in location on day of event

TECHNICAL AND APPLICATION SKILLS

AP Style • Web Content Writing • Project Management • Editing • Microsoft Office • Asana • Cision • WordPress • Canva