



# AMY K SCHUTT

## Public Relations Professional

### CONTACT

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### SKILLS

- AP Style
- HTML5, CSS
- Adobe Suite
- Microsoft Suite
- Constant Contact
- InfusionSoft
- Video
- Canva
- French
- Cision
- WordPress
- SmartSheet
- Bascamp
- Asana
- Sprout

### RELATED COURSES

- Multimedia Writing in Public Relations
- Style and Design in Public Relations
- Public Relations Research
- Digital Media Production
- Intro to Drawing and 2D Design

### WORK EXPERIENCE

#### Assistant Account Executive

July 2019 - July 2020

Kleber & Associates | Atlanta, GA

- Conducted media outreach for press releases, pitches, trade shows and show homes
- Created a variety of content for various clients such as press releases, magazine articles, website copy, consumer blogs, commercial newsletters, social media content and email campaigns
- Produced internal and external reports on a client's SOW, utilizing data to showcase the value created by the company's efforts to both the client and project manager
- Developed initiatives that improve various, internal processes such as interviews and media data storage

#### INTERN

Spring 2019

M-Squared PR | Atlanta, GA

- Editor of the company newsletter where I assigned stories, organized the layout, designed graphics, interviewed subjects, wrote copy and distributed weekly to thousands of subscribers
- Researched and compiled ideas for events, social media campaigns and market insights
- Created a variety of graphics, publications, social media posts, press releases, media lists, videos and more daily

#### INTERN

Summer 2018

Office of Communication and Marketing | Auburn, AL

- Collaborated with up to 10 people across multiple departments to discuss and develop communication strategies
- Developed, interviewed and wrote stories that accurately highlighted Auburn University's programs and people

#### STAFF/COACH

2016-2018

Central High School Marching Band | Auburn, AL

- Choreographed up to 5 routines for the Central High School half-time show and its numerous color guard members
- Led rehearsals in an effective and motivating manner to ensure all materials are learned
- Coordinated with Central High School staff to achieve the desired vision while guaranteeing band members and equipment are accounted for

### EDUCATION

#### Auburn University

Auburn, AL  
Bachelor of Arts, 2018

Major: Public Relations  
Minors: French; Painting  
Cumulative GPA: 3.72/4.0

#### L'Institut Catholique

Paris, France  
Summer 2015

Submerge in French culture and language through classes entirely spoken in French while interacting with the public daily