

JACLYN ROBINSON

EDUCATION

University of Oregon

- Bachelor of Science in journalism, public relations major (expected 2018)
- Bachelor of Science in psychology (expected 2018)
- Dean's List 2014 – 2018
- 4.07 GPA
- Lorry I. Lokey Scholarship, received for outstanding scholarly achievement

INVOLVEMENT

- Student Mentor, Public Relations Student Society of America
- 2016 – 2017 Vice President of Philanthropy, Pi Beta Phi
- Student Mentor Volunteer, Champions Are Readers

SKILLS

- Public speaking
- Social media: Facebook, Twitter, Instagram, Pinterest, LinkedIn
- Software: Final Cut Pro, InDesign, Canva, Cision

CONTACT



jaclyn-robinson.com



Jaclyn Robinson



@jaclyn_rob

PROFESSIONAL EXPERIENCE

Firm Director, Allen Hall Public Relations

Eugene, Ore., June 2017 – Present

- Manage University of Oregon's nationally accredited, student-run public relations firm
- Oversee and advise 11 student account teams and assist in campaign strategy development and implementation
- Recruited a client roster of 12 local and national clients and developed scopes of work for each client
- Previously held positions as account supervisor, editor and account executive

Project Manager, PRSSA Bateman Case Study National Competition

Eugene, Ore., Nov. 2017 – Present

- Collaborate with a team of five to plan, implement and evaluate a campaign for the nonprofit client With Purpose
- Enforce deadlines and manage the campaign budget
- Develop media lists and pitch local media outlets and publications

Intern, School of Journalism and Communication Dean's Office

Eugene, Ore., April 2017 – Present

- Coordinate School of Journalism and Communication student and donor events
- Facilitate donor visits and assist with donor relations

Intern, Alliance for Reproductive Health Rights

Accra, Ghana, June 2017 – August 2017

- Developed and implemented three social media campaigns advocating for universal health care and women's access to contraceptives
- Wrote and designed a quarterly newsletter and five blog posts for the website
- Increased Twitter followers by 40 percent in three months
- Designed six social media graphics featured on the ARHR Twitter page and live-tweeted stakeholder meetings

Social Media Coordinator, University of Oregon Counseling and Testing Center

Eugene, Ore., April 2017 – June 2017

- Created content and strategy for Facebook, Instagram and Twitter
- Increased Instagram followers by 47 percent and Twitter followers by 18 percent in three months

Intern, Lane County Public Information Office

Eugene, Ore., March 2017 – June 2017

- Wrote 12 Lane County news releases featured on the Lane County website
- Designed logo for newsletter and social media graphics
- Created social content and implemented strategy to promote community forums