

ALANA ANNE HOOD

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alanahood.com

EDUCATION

Bachelor of Arts in Journalism, Public Relations – *University of Georgia, Athens, GA* **May 2018**

Fashion Merchandising Minor, New Media Certificate

cum laude honors (Overall GPA: 3.65/4.0)

Zell Miller Scholar – financed tuition through merit-based scholarship

PUBLIC RELATIONS EXPERIENCE

Corporate Communications Intern – *Mercedes-Benz USA, Atlanta, GA*

May 2018 - December 2018

- Engaged in media relations by creating seven releases for local and national distribution; responded to journalist inquiries
- Executed pitches and gathered coverage reports through Cision, IQ Media, and Muckrack platforms
- Created internal newsletter design; crafted 46 internal blog posts; created a 20+ page business report monthly for executive management that covered industry and MBUSA-specific topics; interpreted sales data through spreadsheet analysis
- Communicated with community partners and helped organize four company-wide volunteer events in the Atlanta area

Public Affairs Intern – *Georgia Emergency Management and Homeland Security, Atlanta, GA*

May 2017 - August 2017

- Researched industry best practices to create a comprehensive social media plan for Twitter, Facebook, and blog posts
- Created infographic on Creative Cloud and implemented a four-month social media calendar
- Showcased the efforts of state agencies through internal and external articles

Vice President of Public Relations – *UGA Panhellenic Council, Athens, GA*

November 2016 - November 2017

- Executed PR campaign for Greek community of 4800 members and facilitated the process of recruitment for new members
- Managed social media accounts and curated content on Instagram (5960 followers), Twitter, Facebook, and Snapchat; managed Panhellenic website through Weebly
- Created monthly newsletters on Mail Chimp and organized the publication of *The Pointer*, the annual recruitment guide

PR Intern – *Deep South Social Creative Consultancy, Atlanta, GA*

May 2016 - August 2016

- Wrote entrepreneurial and fashion blog posts for the clothing company Tutu Moi; posted two times per week
- Managed the Instagram accounts of Deep South Social (1770 followers) and clothing company River Wild Boys
- Promoted Deep South Social consultancy in wholesale/retail shows; wrote business blog posts to display services offered

LEADERSHIP EXPERIENCE

Vice President: Panhellenic – *Delta Gamma Sorority, Delta Iota Chapter*

November 2015 - November 2016

- Acted as the liaison between individual sorority and other Greek and non-Greek organizations on campus
- Served as Panhellenic delegate on Panhellenic Council, organized outside speakers at chapter meetings, and coordinated Delta Gamma's involvement in outside philanthropy events

Panhellenic Communications Committee Director – *UGA Panhellenic Council*

November 2015 - November 2016

- Led a group of five members in the management of the council's blog
- Communicated with the entire council to gather information and craft stories 3-4 times per week

Mentor – *UGA Wesley Foundation*

August 2016 - May 2017

- Met with two mentee students each week, alternating between a Bible study and session to help in their spiritual lives

Small Group Leader – *UGA Wesley Foundation*

August 2015 - May 2016

- Led a group of 20 freshman girls in their walk through college, meeting once a week and organizing outside events

HONORS AND ACTIVITIES

Dean's List, University of Georgia, Spring 2015, Fall 2015, Fall 2016

Hesperia Society, Top 10 Women in Panhellenic Greek Life, University of Georgia, April 2018

Order of Omega Honor Society, University of Georgia, October 2016-May 2018

Public Relations Student Society of America and Public Relations Society of America, August 2016 - present

Chick-fil-a Truett's Luau Server, Fayetteville, GA, November 2013-March 2014

TECHNICAL SKILLS

HTML, CSS, and Java web development; Adobe InDesign, Adobe Photoshop, and Adobe Illustrator graphics programs; WordPress, Wix, Weebly, and Squarespace blog platforms; Google Analytics