

ALANA ANNE HOOD

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alanahood.com

PROFESSIONAL EXPERIENCE

Public Relations Professional – *Jackson Spalding, Atlanta, GA*

February 2019 - Present

- Delta Air Lines Account
 - Partner with Community Engagement department to concept and execute the reorganization of Delta's community partner focus areas in the corporate giving and The Delta Air Lines Foundation giving spaces
 - Manage planning and execution of various Community Engagement communications pieces, including internal newsletters, deployed on a bi-weekly basis to 1,000 leaders, designed on Mailchimp and ReadyMag platforms
 - Lead project management and copywriting efforts for Delta Corporate Communications and Community Engagement award submissions, including industry awards and national communications awards
 - Create communications tactics and talking points to showcase Delta's charitable giving story and positioning as a leader in the CSR space
 - Develop co-branded advertisements with Delta's nonprofit partners for global campaigns and events
- Chick-fil-A Account
 - Manage public relations efforts for restaurants in Chick-fil-A's Northeast and West regions by developing social media guidance, Team Member and Operator messaging for interviews and media placements, and strategic communications in crisis scenarios
 - Work with Restaurant Marketing Directors and Area Marketing Directors as the Chick-fil-A, Inc. representative when planning market-level campaigns and partnerships; lead media relations efforts in the regions
 - Develop timely, seasonal, and creative content for Chick-fil-A's digital magazine, The Chicken Wire
- Georgia Transmission Corporation Account
 - Serve as account lead and strategic communications partner with Georgia Transmission's External Affairs team
 - Project manage and execute multi-dimensional advertising campaigns statewide in print, online, and on social
 - Lead reporting efforts by compiling industry media monitoring documents weekly and aiding in pitching

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

May 2018 - January 2019

- 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

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)

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; Mailchimp; Salesforce Marketing Cloud