

Amanda Zambrano

EXPERIENCE:

City of Auburn/ Jan Dempsey Community Arts Center, Auburn, AL May 2009 – Aug. 2009
Intern

- Created summer newsletter, brochures, flyers, media releases for summer events.
- Assisted in organizing the JDCAC 10th Anniversary event
- Wrote media releases and took pictures of several other City sponsored events.
- Communicated efficiently with city personnel and public

AU Public Relations Team Campaign, Auburn University, AL Jan. 2008 – May 2008
Client: Lee County Junior League

- Collaborated with a team to create a unique community relations campaign for client
- Conducted primary research in the form of quantitative surveys. Variables studied included assessing information levels and potential stakeholder groups.

‘Be a Santa to a Senior,’ Auburn, AL Sept. 2008 – Dec. 2008
Coordinating Assistant for local Non-Profit Christmas Gift Giving Program

- Collaborated with local non-profits to identify financially challenged seniors to whom Christmas gifts would be distributed;
- Solicited local merchants to participate in the program;
- Planned a gift wrapping event of 60 volunteers for more than 700 donated gifts;
- Organized volunteers to take gifts to the seniors’ residences.

Social Sorority, Auburn University, AL Dec. 2006 – Dec. 2007
Membership Vice President

- Planned annual retreat for 200 members
- Developed and executed an 8 week education series for incoming freshmen
- Organized teambuilding events
Arranged guest speakers for regular meetings

Auburn University Athletic Department, Auburn University, AL Feb. 2006 – Nov. 2008
Media Relations Volunteer

- Reviewed publications to collect clippings for the Department’s records;
- Aided media at all sporting events;
- Collated media kits for local and national media.

The Auburn Circle, Auburn University, AL Aug. 2006 – May 2007
Publicity Chair

- Marketed the publication to Auburn Students using multiple channels;
- Elicited student participation for submissions to the magazine.

EDUCATION:

Auburn University, Aug. 2009
Public Relations, BA
Management, concentration

KEY SKILLS:

Technical: Microsoft Office, Macromedia Flash, Adobe Suite, Knowledge of AP Style
Foreign Language: Spanish—fluent, French—intermediate