

MARY HELEN LAGARDE

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EDUCATION

Auburn University | Auburn, Alabama | BA. in Public Relations Communications | Minor: Marketing

GPA: 4.0 | May 2018

Phi Kappa Phi Honor Society | Lambda Pi Eta Honor Society

SKILLS

TECHNICAL

Microsoft Office (Excel, Word, + PowerPoint)
Adobe Illustrator & Adobe InDesign
Social Media Platforms
QuickBooks + SingleOps
Hootsuite for post planning
Facebook Business Manager + Insights
Squarespace + Wordpress Updating
Basic HTML / CSS
SEO

PUBLIC RELATIONS

Social Media Strategy + Content Creation
Web Content Development
Market + Consumer Research
Corporate Blogging + Multimedia Writing
Copy Writing | AP Style Format
Brand Management

PROFESSIONAL

Strong written + oral communication skills
Excellent interpersonal skills
Motivated by relationships + team leadership
Excellent planning + organizational skills
Strong in problem solving + critical thinking
Detail oriented with a strong aesthetic eye
Self motivated with a strong work ethic

EXPERIENCE

TRUE 40 STUDIO | Customer Service & Social Media Associate
Auburn, AL | August 2017 - May 2018

- Provide friendly and encouraging customer service to all gym members in person and on the phone to expand the brand's mission and reputation
- Assist owner with social media planning and posting to maintain high engagement

PRE EVENT RESOURCES: A TAILGATE GUYS COMPANY
PR + Events Intern | Auburn, AL | January 2017 - April 2017

- Contributed to daily operations related to event services & marketing
- Aided project manager in all aspects of PRE Event Resources operations by attending client site visits & production meetings; as well as creating proposals & event layouts
- Assisted marketing director with social media & communications strategies

INNER SPARK CREATIVE | Public Relations Intern
Auburn, AL | August 2016 - December 2016

- Curated content for 10 social media business clients with a team
- Aided in the brainstorming of promotions and concepts for campaigns
- Collaborated with creative director in social media strategy for clients
- Wrote copy for print and web materials for Inner Spark or their clients

SOCIAL SORORITY | AUBURN UNIVERSITY
Director of Marketing | December 2015 - December 2016

- Responsible for the chapter's publicity & maintaining a cohesive brand on social media
- Managed & updated the website, Facebook, Twitter, & Tumblr accounts
- Increased the website's audience size by 443% since December 2015
- Saw a 462% increase in Facebook reach from the previous year

SOCY'ALL MEDIA | Marketing Intern
Covington, LA | May 2016 - August 2016

- Handled the social media accounts for 6 local businesses
- Compiled & archived photo & video content for Facebook & Instagram
- Re-designed the company website for improved content & aesthetics

INVOLVEMENT

Public Relations Student Society of America | Public Relations Council of Alabama | Member | January 2015 - May 2018

Auburn University Marketing Association | Member | August 2017 - May 2018