

Lance B. Heisler

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EDUCATION:

Bachelor of Arts, University of Oregon Sept. 2007 - Dec. 2010

Double Major: Journalism: Public Relations, Spanish Language

Minor: Communication Studies

Universidad de Sevilla Fall 2008 Study Abroad

Major: Spanish, Spanish History and Culture

EXPERIENCE:

Allen Hall Public Relations: Account Executive Eugene, Ore.: Jan. 2010-present

- Researched social networking options for clients
- Constructed media kits and implemented public relations techniques
- Developed professional relationships with clients and their companies

Ethos Magazine: Public Relations Director Eugene, Ore.: June 2009-Oct. 2009

- Raised approximately \$4,000 in three months
- Planned successful fundraisers
- Effectively communicated via email and social networking sites
- Organized teams and directed special events

Starbucks Coffee: Barista/Learning Coach Eugene, Ore.: Jan. 2007-present

- Lead coffee seminars for partners and community members
- Researched coffee growing and methods of productions
- Trained and coached new employees

SKILLS:

- Seven years of Spanish language and literature
- Proficient in Adobe InDesign and Photoshop
- Proficient in Microsoft Office Suite
- Skilled in social media marketing: Twitter, Facebook, My Space, LinkedIn
- Skilled in public relations techniques: News Releases, Media Kits
- Magazine design skills
- Blogging: [My Public Relations Blog](#)

AWARDS & INVOLVEMENT:

- 2007 Ford Scholar Award: A prestigious award for outstanding citizenship, academic success, and community involvement—Pays 90 percent of total costs for undergraduate school
- University of Oregon School of Journalism and Communications
- English language tutor for youth minorities
- University of Oregon LGBTQA
- Food for Lane County
- Hurricane Katrina relief efforts
- Tsunami Relief Efforts
- PRSSA

