

# MollieA.Crist

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## profile

A **creative** communicator and social media **enthusiast** with experience in traditional and virtual **communication** platforms. Pursuing a career involving **interaction** and **integration** of public relations, marketing, client services and Web 2.0.

## education

**Bachelor of Arts**, Communications Studies, James Madison University, Harrisonburg, VA

Concentration: **Public Relations**, Minor: **Music Industry**

2006-2010

GPA: 3.408 (**cumulative**), 3.481 (**concentration**), 3.566 (**minor**)

## experience

**Event Planning Intern, Come Recommended**, January 2010-May 2010

- Conceptualized virtual events, including webinars, online panel discussions and podcast series. Wrote weekly for an intern blog, promoted events via Twitter, researched for campaigns and e-books that were published by the Founder and President.
- Created a proposal for virtual street teams in order to promote the company nationally with two fellow interns. Led a team to create a plan for a Multi-Generational Awareness Week event.

**Student Publicity Assistant, Career & Academic Planning-James Madison University**, August 2009-May 2010

- Utilized Adobe Creative Suite InDesign and Photoshop to design promotional materials for the office, including flyers and brochures. Promoted events by writing content for bulk emails and the Career & Academic Planning website.
- Consulted with multiple members of the office staff to generate ideas and promotional concepts for events.

**Booking Agent, PulseFX Productions**, August 2009-December 2009

- Presented large-scale and local entertainment for the surrounding Harrisonburg, VA community, developed grassroots marketing plans for events.
- Interacted with artist booking agents, managers and venue representatives.

**Corporate Communications/Public Relations Intern, WVPT-Virginia's Public Television**, May 2009-August 2009

- Compiled press releases, edited video for station promos, pitched events to local media, created press kits, edited copy for the WVPT viewer newsletter and assisted with the coordination of station events.

**Historian, Public Relations Student Society of America-James Madison University Chapter**, April 2009-May 2010

- Managed over 100 members with fellow executive board members.
- Co-created the first version of the JMU PRSSA online newsletter. Directly worked with Edelman public relations professionals to plan a visit for 20 members to their Washington, D.C. offices.

## honors

- Dean's List Fall 2008, Spring 2009 & Fall 2009
- Lambda Pi Eta, Communications Studies Honor Society member

## skills

**Language:** French, intermediate college level; **Social Media:** Adept in Twitter, LinkedIn, foursquare, Blogger, Wordpress; **Adobe:** Photoshop and InDesign; **Technical:** Mac and PC operating systems, Qualtrics Research Suite, Final Cut Pro, iMovie; **Microsoft:** Word, Excel, Outlook/Entourage and PowerPoint.