

Lauren Heaton

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Education

Oklahoma State University, Stillwater Okla.
Bachelors in Journalism, Strategic Communications/Public Relations with emphasis in Marketing
Degree expected: May 2013
University of Hertfordshire, Hatfield, England- Study Abroad
January-May 2012

Experience

Aug. 2010-present Public Relations Intern, Miss Rodeo Oklahoma Pageant, Develop strategic message planners for print, ad, radio and television ads. Write press releases. Assist with research and writing proposals for potential and current sponsors. Assist with proposal presentations. Plan week-long pageant, work with dozens of vendors.

Jan. 2011-May 2011 Public Relations Intern, Campus Special, Stillwater, Okla. Work with multi-media and advertising within university community, meet with organizations to advertise specials. Work in customer-service.

Employment

Aug. 2007- July 2010 Dance Teacher, CH Dance Productions, Alva, Okla. Opened studio. Closed studio. Taught ages 2-13. Worked in customer service. Handled crisis management.

June 2005- July 2007 Owners assistant, Dash of Taste Catering, Alva, Okla. Opened business, closed business, managed food assembly, chef's cooking assistant, location set-up and tear down, cleanup assistant.

Skills

Proficient in Photoshop, Illustrator, InDesign, Microsoft Word and Powerpoint.

Honors/Activities

Miss Rodeo Oklahoma Teen 2007. OSU Presidents Leadership Council. Public Relations Student Society of America member. OSU Study Abroad Program. Omega Phi Alpha Service Sorority Rush and Social Chair. OSU Journalism and Broadcasting school homecoming committee. State Representative for Oklahoma Centennial Parade 2007

References

Kathy Shumway, Miss Rodeo America Association National Director
13900 Bubbling Springs Court, Oklahoma City OK, 73150
405.386.7711

Cammi Hostetler, CH Dance Productions Director/Owner
7348 SE Chieftain, Kiowa, KS 67070
620.825.4535