

Melanie Krakauer

EXPERIENCE

Harper College | Palatine, IL

September 2010 - Present

Communications Assistant

- Produced 70+ photo and video multimedia stories on Harper College events and programs in order to increase public awareness and promote the College's academic reputation
- Developed a PowerPoint and video presentation for a 500-person All Campus Employee Meeting by working with the President's Office to coordinate materials, interview 15 faculty members and select footage to relay intended messages of campus unity and pride
- Served as onsite media liaison during a \$100,000 sponsored mock emergency disaster drill, ensuring over 6 published feature stories on the event
- Conducted interviews for internal and external projects and developed relationships with faculty, students and staff to elicit story ideas for future projects
- Streamlined publicity and marketing efforts by generating and maintaining media lists and testimonial databases
- Increased engagement across College's social media by 5% by initiating a campus grassroots public relations campaign to increase Facebook fans

Media Relations Intern

June 2010 – September 2010

- Monitored and updated social media pages including Facebook, Twitter, Flickr and YouTube
- Contributed press releases to weekly News Tip Sheet and pitched tailored feature news stories to print, online and broadcast media
- Updated news coverage on College's Media Relations website

Articulate Promotions | Cary, IL

May 2010 – August 2010

Marketing and Events Intern

- Researched and secured sponsorships for the 2010 Dick Pond Champion's Run 10K & 5K
- Oversaw copywriting and design of promotional fliers, website and sponsorship packet
- Aided in the production and management of 5 Adrenaline Sports Management events and expos

EDUCATION

University of Illinois at Urbana-Champaign | Champaign, IL

May 2010

Bachelor of Liberal Arts in Communication

Major GPA: 3.5/4.0

Overseas Student Program at Tel Aviv University | Tel Aviv, Israel

January 2009 - May 2009

LEADERSHIP

Ilini Media | Champaign, IL

January 2008 – December 2008

WPGU 107.1 Promotions Intern/ Manager

- Managed weekly promotional events for WPGU, local bands and sponsors

Alpha Phi International Fraternity | September 2006 – May 2010

Lambda Phi Eta Communication Honor Society | Fall 2009

Sinai Scholar Society | Spring 2008