

ERICA J. MCCARTHY

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WORK EXPERIENCE

IMG College <ul style="list-style-type: none">• Intern in Brand Marketing Department of Collegiate Licensing Company• Brainstorm, write and pitch Social Media Strategy• Works with a team to plan and market College Colors Day• Works with graphic design team to create graphics for various events	Summer 2013 (Present)
Texas Motor Speedway <ul style="list-style-type: none">• Work with track PR staff on various race weekend duties• Assist print, broadcast, radio and online media in Media Center	NASCAR event weekends November 2010 – Present
Aspen Coffee Company <ul style="list-style-type: none">• Barista	October 2011 – Present
The Odyssey <ul style="list-style-type: none">• University, weekly-circulated newspaper• Writer – Greek life tradition and philanthropy	Fall 2012-Present
Youth Marketing Connection – American Eagle Outfitters <ul style="list-style-type: none">• Head Representative leading campus team• Responsible for program's social media outlets• Schedule and plan innovative on and off-campus events• Submit weekly reports and recaps on team's activity	August 2011 – May 2012
NASCAR <ul style="list-style-type: none">• Assisted Stakeholder Services team at marquee special event• Interacted with NASCAR drivers, PR representatives and media	Chase Media Day September 2011

EDUCATION

Oklahoma State University <ul style="list-style-type: none">• Strategic Communications, B.A. - Expected graduation- May 2014	
Semester at Sea- Study Abroad <ul style="list-style-type: none">• May 2012 & Spring Semester 2013• Traveled and learned along 600+ students through 22 countries, on four continents	

CAMPUS INVOLVEMENT

Phi Mu Fraternity <ul style="list-style-type: none">• New Member Director, Secretary, Public Relations Chair, Pledge Class Social Chair, Social Committee, Tshirt Chair, Senior Experience Leader, Assistant to the Recruitment Chair, Recruitment Party Planner• Youngest elected member of the Executive Committee	Fall 2010-Present
SAS Global Ambassadors <ul style="list-style-type: none">• Promote the Semester At Sea Program• Host on-campus events	July 2013-Present
News From the Helm <ul style="list-style-type: none">• Contributing Blog Writer• Advice, storytelling, etc.	July 2013-Present
PRSSA <ul style="list-style-type: none">• Active Member	Fall 2012- Present

SKILLS

Blog writing, social media marketing, press releases, media kits, email pitches, travel planning, Adobe Creative Suite, Microsoft Office, newspaper writing, marketing, building relationships, confidentiality, digital photography