




# RANEISHA STASSIN

PUBLIC RELATIONS


## CONTACT


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 Raneisha Stassin

 @mrsstassin\_

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## PROFILE

I am an aspiring communications professional with experience in social media management and digital communications. I am a risk-taker who appreciates opportunities to learn and grow my skills. I am passionate about the things I love and I love storytelling.

## EXPERIENCE

### SUMMER FELLOW

KETCHUM | JUNE 2017 - AUG 2017

- Helped drive successful media relations efforts on behalf of clients.
- Assisted with corporate event planning for Buitoni and brainstormed as well as pitching/developing event and campaign ideas.
- Assisted with planning efforts and partnerships for Sunsweet.
- Managed influencer/media coverage grids and assisted with facilitating a campaign for Bolthouse Farms.

### PUBLIC RELATIONS INTERN

FIRST CLASS COMMUNICATIONS | MAY 2016 - AUG 2016

- Developed, planned and implemented social media and website management for various clients.
- Assisted with writing and developing content to convey client messages and maintain relationships with consumers.

### ASSISTANT PRODUCER

HU16 NEWS HARDING UNIVERSITY | AUG 2016 - DEC 2016

- Worked with producers to write, develop and manage content and news stories for live coverage.
- Contributed content and information to develop newsworthy stories and assisted in creating news scripts for live broadcast.

## EDUCATION

BACHELOR OF ARTS, PUBLIC RELATIONS

HARDING UNIVERSITY | AUG 2011 - DEC 2017

## SKILLS

*Indesign*  
★★★★☆

*Prezi*  
★★★★★

*Wordpress*  
★★★☆☆

*Photoshop*  
★★★★☆

*Writing*  
★★★★☆

*Cision*  
★★★★☆

*Illustrator*  
★★★☆☆

*Microsoft Office*  
★★★★☆

## ACTIVITIES

**VOLUNTEER FOR A NON-PROFIT ORGANIZATION**

SOCIAL MEDIA MANAGER FOR LIKEWISE COLLEGE

AUG 2015 - MAY 2017

**STUDENT CLASS WRITER AT HARDING UNIVERSITY**

WORK PUBLISHED IN AWARD-WINNING PETIT JEAN YEARBOOK

AUG 2016 - DEC 2016

WROTE FOR THE BISON NEWSPAPER

JAN 2017 - MAY 2017