

# MARTHA CAROLINE RATCLIFF

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- OBJECTIVE** To obtain a position utilizing social media, interpersonal communication and writing skills
- EDUCATION** **Auburn University**, Auburn, AL  
*Bachelor of Arts in Public Relations*, May 2008  
*Cum Laude* (GPA 3.4/4.0)
- HONORS** College of Liberal Arts Dean's List  
Lambda Sigma Honor Society  
National Society of Collegiate Scholars
- EXPERIENCE** **The White House, Office of Strategic Initiatives**  
*Intern*, August 2008-December 2008
- Assists in planning, developing and coordinating a long-range strategy for achieving Presidential priorities
  - Conducts research and assists in message development
  - Analyzes and tracks political blogs to create a *Daily Blog Report* for Senior Staff
- Office of Communications and Marketing, Auburn University**  
***This Week @AU***, [blog.auburn.edu/thisweekatau](http://blog.auburn.edu/thisweekatau)  
*Student Editor*, January 2008-May 2008; *Intern*, August 2007-December 2007
- Researched newsworthy student events, activities and administrative news
  - Edited press releases, conducted interviews and wrote news articles
  - Found images for articles and took pictures when images were not available
  - Formatted articles and images into a digest layout using Adobe Dreamweaver
  - Distributed *This Week @AU* via e-mail to all Auburn University students, faculty, administration and media contacts every Monday
- Edelman Digital Bootcamp**  
*Student participant*, March 2008
- Attended informational workshops discussing social media use in public relations
  - Created a mock campaign for a client using different tactics of social media
- The Auburn Plainsman, Auburn University student newspaper**  
*Staff Writer*, January 2007-May 2007
- Attended weekly Staff Writer meetings
  - Reported and wrote news articles
- Camp War Eagle, Auburn University Freshmen Orientation Camp**  
*Orientation Counselor*, January 2006-August 2006
- Led and counseled incoming freshmen through eight, three day orientation camps
- ACTIVITIES** **Impact Service Organization**  
*Director of Media Relations*, August 2007-December 2007
- Created and designed an online press kit, [aimpact.mymediaroom.com](http://aimpact.mymediaroom.com)
- Project Coordinator*, 2005
- Social Sorority**  
*Involvement Chairman*, 2006  
*Junior Panhellenic Delegate*, 2005
- Student Government Association**
- SKILLS** **Personal:** Written and verbal communication, problem solving and critical thinking  
**Computer:** Microsoft Word, Microsoft Power Point and Adobe Dreamweaver  
**Professional:** Social media including blogging, video blogging and online news releases