

SCOTTIE M. ELLIS

821 N Main St. Henderson, KY 42420

PROFILE

Public Relations (PR) is my passion. I have actively worked to gain experiences and opportunities to help expand my knowledge in this industry. I am confident that my skills and abilities, along with my desire to grow and learn, will benefit any company or organization. I full heartedly believe the saying, "never acquire, but always aspire." I aspire to constantly learn and grow, so that I can help utilize my knowledge to help everyone around me benefit.

EXPERIENCE

Peppercom, Public Relations Intern, New York, NY: May 2011 - Present

Actively worked on accounts such as TGI Fridays, Ernst and Young, Honeywell Special Materials and Cengage. Created weekly competitive analyses, compiled media lists, created and delivered wide variety of pitches, worked with social media and compiled research for accounts. Gained knowledge of many different types of accounts through experience with their different needs and backgrounds.

Imagewest, Public Relations Coordinator, Bowling Green, KY: August 2010 - January 2011

Led in the development of social media campaign, "Like Dogs? 'Like' Us." which gained national media coverage and was honored with a Nashville, TN PRSA Parthenon Award. Wrote numerous press releases for clients, gaining press coverage for their various needs. Strategically compiled research that led to the development of two marketing plans, both utilized by the clients to help develop their businesses. Actively wrote and edited for agencies blog. Contributed to all social media outlets, such as facebook and twitter.

Homeland Security, OIT Intern, Washington, D.C.: May 2010 - August 2010, January 2011

Led planning for OIT's monthly luncheons. Served as writer and editor for June and July's monthly newsletters in 2010, and February's newsletter in 2011. These newsletters are distributed to all employees as well as posted on the website. Actively assisted in planning OIT's Summer Town Hall meeting for 2,000+ government employees nationwide. Created, wrote and organized a meeting overview book for OIT Commissioner. Included research and statistics made for easy reference.

PR Strategy and Planning, Bowling Green Kentucky: August 2010 - May 2011

Developed a strategic communications plan to branch a local bank into the Louisville Metro area. Actively led research efforts which were utilized during the development of a website, employee intranet, various social media outlets and education tutorials. Client bought the business, after a successful presentation to the board.

EDUCATION

Western Kentucky University, Bowling Green, KY— Bachelors Degree in Public Relations, Minor in Sales: 2011

ACTIVITIES

- **PRSA 2011** – Present
- **PRSA Nashville, TN Chapter 2011** – Present
- **PRSSA, Western Kentucky University Chapter 2010 - 2011**
- **WKU School of Journalism and Broadcasting Diplomat 2010 - 2011**

AWARDS

- **Nashville, TN PRSA Parthenon Award**, 2011, for "Like Dogs? 'Like' Us." Social media campaign.
- **OIT Intern of the month**, July 2010

SKILLS

Writing, research, social media strategic communication and marketing, sales, event planning, publicity, news releases, pitching, press kits, speaking, organization and people skills.

REFERRALS UPON REQUEST

Telephone 270.724.3181

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