

Amy Goodrich

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- EDUCATION** **University of Tennessee, Knoxville** May 2009
Bachelor of Science in Communications, Major in Public Relations
- EXPERIENCE** **University of Tennessee Athletic Department** - Knoxville, Tenn. August 2009 - Present
Public Relations Coordinator
- Draft and distribute press releases and media advisories
 - Work with colleagues to plan and implement special events including lettermen’s reunions, recruiting celebrations, banquets, dedications and Big Orange Caravan
 - Created a social media campaign, designed materials and assisted with strategic planning process for viral marketing component of the Berry for Heisman campaign
 - Research the role of social media in college athletics and evaluate use within Tennessee Athletics
 - Created a communications campaign for fan text message system to be implemented in the 2010 season
 - Assist with media training and mock interviews for student-athletes
 - Write monthly feature stories for *Everything Knoxville* magazine
 - Developed sponsorship packet for Mercedes-Benz Women’s Collegiate Golf Championships
 - Manage Coach Derek Dooley, Lane Kiffin and Bruce Pearl’s Facebook and Twitter accounts
 - Monitor message boards for rumors and determined what needs a response
 - Develop marketing materials including postcards, fliers and sandwich boards
 - Wrote and produced 2009-10 Fact Book
 - Manage fan information booth operations for UT football games, overseeing a staff of 10 part-time employees and volunteers for this 101,000 person event
 - Coordinate and guide athletics facility tours
- Public Relations Student-Intern** August 2008- June 2009
- Drafted press releases and media advisories
 - Managed layout and wrote articles for “Tennessee Times” newsletters with a reach of over 200,000 people
 - Designed and produced baseball cards of All-Century team
 - Created materials and assisted with day-of logistics for special events
- Helen Ross McNabb Center** - Knoxville, Tenn. March 2008- May 2008
Public Relations Intern (semester internship)
- Assisted with media and sponsor outreach for local fundraisers
 - Conducted surveys to obtain information from participants regarding event
- COMMUNITY ACTIVITIES** **Bill Haslam for Governor Campaign**- Knoxville, Tenn. June 2010- Present
Volunteer
- Serve as campaign representative at event booths and distribute materials
 - Call Knox County registered voters requesting support
- Farragut High School** - Knoxville, Tenn. April 2005- May 2009
Young Life Leader
- Mentored high school students, and worked with a team to produce weekly meetings
 - Prepared and delivered speeches to audiences of more than 200 people
- Member of PRSSA**, Sammie Lynn Puett Chapter August 2007- May 2009
- Parker Business Consulting and Accounting** - Knoxville, Tenn. March 2008- Present
Volunteer
- Designed layout and edited copy for newsletter with a reach of more than 200 East Tennessee businesses
- SKILLS** Microsoft Office, Adobe CS5 design software, QuarkXpress, SPSS statistical analysis software, AP Style, Written and Oral Communications, Media Relations, Event Planning, Public Speaking and Presentations, Photography, Research, Relationship Building and Campaign Creation