

# AMANDA ROTH

## CONTACT



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## EDUCATION

### Bachelor of Arts in Communication

Virginia Tech  
Blacksburg, VA | 2016-2020

Major: Public Relations

Minor: Marketing and Event Planning

Graduated Summa Cum Laude

Cumulative GPA: 3.81/4.0

## SKILLS

- Adobe Creative Cloud
  - Illustrator and InDesign
- AP Style
- Cision
- Google News Alerts
- Critical Mention
- Google Analytics
- Canva
- EMS Event Planning Software
- G Suite
- Microsoft Office
  - Excel, Word, PowerPoint, and Outlook

## EXPERIENCE

### Public Relations and Digital Intern

Guinness World Records North America, Inc.

New York, NY | May 2018-August 2018

- Compiled strategic media lists for campaigns under tight, book release date-dependent deadlines
- Coordinated and executed influencer mailings
- Crafted branded social media content for Facebook and Pinterest
- Gathered Internet research regarding media relations, pitching opportunities, targeted bloggers, and editorial calendars
- Constructed tentpole calendar to track social media post opportunities
- Created a press pack of featured record-holder images for journalists

### Communications Intern

Virginia Tech Emergency Management

Blacksburg, VA | June 2019-May 2020

- Managed all social media accounts and increased Twitter impressions by 120% and Instagram followers by 50%
- Created all content and new, branded graphics and icons for social media
- Updated and redesigned marketing materials and promotional items
- Informed students and families about preparedness measures via face-to-face interactions at various outreach events with 1,000+ attendees
- Photographed events for social media sites and marketing brochures

### Virginia Tech Amazon Prime Student Campus Manager

Riddle & Bloom

Boston, MA | September 2018-March 2020

- Recipient of numerous incentive awards for creativity and execution of social media content out of 400+ campus managers across the U.S.
- Posted original, engaging social media content weekly while adhering to program and brand guidelines
- Created and hosted weekly events with 420+ interactions per event
- Educated students about the benefits of Prime Student and built brand awareness to drive membership sign-ups

### Summer Intern

Devine + Partners

Philadelphia, PA | May 2017-June 2017

- Monitored client media coverage and maintained a comprehensive report
- Clipped client digital articles, radio broadcasts, and video segments
- Drafted press releases
- Produced social media content for clients across multiple channels

## MEMBERSHIPS

### Public Relations Student Society of America (PRSSA)

#### Virginia Tech Chapter

- **Treasurer** | April 2019-April 2020
- **Publications Co-Chair** | January 2020-April 2020
- **Account Coordinator**  
Ut Prosim PR Firm | September 2018-May 2019
  - Managed a local Blacksburg client's Instagram account to optimize followers and strategically craft branded content

### Lambda Pi Eta - National Communication Association's Honor Society - Virginia Tech Chapter

- **Secretary** | May 2019-May 2020