

Robert S. Ellis

Home: 6115 Lancelot Drive Charlotte, NC 28270

UNC: 103 Raleigh Street #229 Chapel Hill, NC 27514

april98@live.unc.edu

704-305-7161

EDUCATION

University of North Carolina at Chapel Hill

UNC School of Media and Journalism, B.A. expected May 2020

Public Relations Concentration (Current GPA: 3.79)

RELATED EXPERIENCE

Novant Health, Charlotte, NC (May 2018 to August 2018)

Internal Communications intern

- Wrote 48 articles for the organization's website
- Helped with website blog, Facebook posts, interactive banners and data analytics.
- Wrote articles for company newsletters.

Heelprint Communications, Chapel Hill, NC (February 2018 to present)

A student-run marketing and public relations agency.

- Marketing team - assist in social media presence and branding of the agency.
- Account Associate – *Just Tryan It* (Upcoming)

Eyes Ears Nose and Paws, Carrboro, NC

Public Relations intern (upcoming)

APPLES Service Learning (January 2018 to May 2018)

Fill Your Bucket List Foundation, Chapel Hill, NC

- Public Relations intern
- Assisted the PR team with press releases, event promotions, and SWOT analyses.

Crash Campaign Staff - PR and Social Media Team (Aug – Nov 2018)

A 24-hour marketing competition where student teams create a marketing campaign for a small startup business.

- Came up with social media content as well our event slogan #Crashifyoucan
- Came up with social media contests and did event promotion

Crash Campaign Team Member (2017)

Areas that I was specifically responsible for:

- Analyzed and researched the effectiveness of various media platforms for different target audiences
- Created LinkedIn and Twitter accounts for my client

The Daily Tar Heel, Chapel Hill, NC

Copy Desk Staffer (September 2016 to March 2018)

- Checked facts, grammar and edited stories.

Web Desk Staffer (January 2016 to May 2016)

- Helped create headlines for online and social media content.

SKILLS

- AP Style, Microsoft Office, Adobe Creative Suite
- Strong interpersonal and communications skills

AWARDS AND RECOGNITIONS

- Eagle Scout, Boy Scouts of America
- Order of the Arrow, Boy Scouts of America
- Public Relations Student Society of America (PRSSA)