

Carmen Michlovich

carmenmichlovich.com
michlovichcarmen@gmail.com
[Carmen Michlovich | LinkedIn](#)

EDUCATION

- Purdue University, West Lafayette, IN** **Aug. 2017-Dec. 2021**
- Major: Public Relations and Strategic Communication
 - Minor: Earth, Atmospheric, and Planetary Sciences
 - GPA: 3.81
 - Attended with a Purdue Presidential Scholarship
- Paris: Business & International Affairs/IES Abroad** **Jan. 2020- May 2020**
- Concentration in Communication
 - Relevant Coursework: The Media in France, Leadership Across Cultures, Marketing, French Level Intermediate

EXPERIENCE

- Hotwire Global** **Jan. 2022-Current**
Public Relations Intern
- Orchestrates weekly reports highlighting earned coverage and preparing for client reception
 - Creates focused, exclusive media lists to leverage opportunities around client assets; authors flags/notifications to clients for said opportunities
 - Guides consistent media monitoring and research into competitor news and relevant industry trends; drives monthly vetting for competitor coverage
 - Conceptualizes and implements a comprehensive coverage tracker spreadsheet to replace an outdated tracking system
- St. Jude Children's Research Hospital—ALSAC** **Aug. 2021-Nov. 2021**
Public Relations Intern
- Continued summer internship as a part-time intern while completing bachelor's degree
 - Authored and distributed pitches in connection with Inspiration4, the first all-civilian mission to space with a 25% response rate
 - Developed at least 5 major themes for a collection of thought leadership and executive messaging briefs
 - Constructed multiple media lists to assist and drive media opportunities
- St. Jude Children's Research Hospital—ALSAC** **June 2021-Aug. 2021**
Public Relations Intern
- Authored and distributed pitches with a 15% response rate in connection with St. Jude survivor stories from the United States of St. Jude collection
 - Redesigned the format and doubled the content of internal messaging book
 - Developed and updated topics for executive messaging briefs
 - Drafted five distinct press releases and quotes for media statements
- Purdue University** **Aug. 2018-Dec. 2021**
Peer Success Coach
- Supported over 20 students in prioritizing and managing academic responsibilities and achieving personal and professional goals
 - Assessed students' needs and proposes solution-based strategies
 - Collaborated with students to improve skills including time management, organization, planning, study skills, and more
- Anderson Group Public Relations** **May 2019-Aug. 2019**
Public Relations Intern
- Composed biographies and schedules for clients
 - Tracked campaign responses
 - Utilized Cision to research writers and outlets for pitching clients
 - Documented features and created Electronic Press Kits
 - Assisted with the execution of the "Rafi BET Awards Gift Lounge 2019"

SKILLS

Field-Relevant Skills:

Education and internships in the field of Public Relations have provided experience in

- Creating electronic press kits
- Creating press releases
- Creating spreadsheets to track coverage
- Implementing Associated Press (AP) style guidelines
- Pitching stories to media personnel and scheduling features
- Writing internal and external communication documents

Technical & Computer Skills:

- Basic knowledge of Adobe Photoshop
- Cision/TrendKite
- Constant Contact
- Confluence
- Google Drive
- HubSpot
- Jira
- Microsoft Office
- Muck Rack
- Qualtrics
- Slack Communication
- SPSS
- Windows & Apple Software
- WordPress

Soft Skills & Strengths:

- Adaptability
- Communication
- Creativity
- Critical Thinking
- Interpersonal Communication
- Leadership
- Media Relations
- Organization
- Positive Attitude
- Public Relations
- Strategic Planning
- Strong Work Ethic
- Teamwork
- Time Management
- Writing