

DALEY HENSON

Birmingham, AL | daleyhenson@gmail.com | 205-586-0557 | daleyhenson.com

EDUCATION

Auburn University | Auburn, AL

Bachelor of Arts in Public Relations
Minor in Business Marketing
Graduating August 2017

LEADERSHIP

Social Sorority | Social Events Chair and Executive Recruitment Council

Auburn, AL | Sept. 2014 – Nov. 2015

- Planned event details such as booking entertainment, venues and security
- Coordinated group transportation
- Worked within a limited budget

SKILLS

Technical:

- **Social Media:** Instagram, Facebook, Twitter, Snapchat, YouTube, Pinterest
- **Microsoft Office Suite:** Word, Excel, PowerPoint, OneNote, Keynote
- **Adobe Creative Cloud:** Photoshop, Dreamweaver, InDesign, Illustrator
- Hootsuite Marketing Platform Certified
- Experienced with WordPress, Analytics
- Proficient in HTML/CSS and AP Style

Professional:

- Strong communication/interpersonal skills
- Motivated by collaborative environments
- Excellent writing, editing and grammar
- Creative thinker and problem solver

SOCIAL LINKS

 daleyhenson.com/blog

 [linkedin.com/in/daleyhenson](https://www.linkedin.com/in/daleyhenson)

 [instagram.com/daleyhenson](https://www.instagram.com/daleyhenson)

EXPERIENCE

KC Projects PR | Public Relations Intern Birmingham, AL | May 2017 – Aug. 2017

- Created relevant, effective social media content for a variety of clients such as Full Moon BBQ, Kelley & Mullis and Sol's Deli
- Collaborated with account managers to create strategic digital media plans
- Wrote and edited blog posts, email newsletters and campaign projects
- Developed targeted media databases
- Analyzed social and tracked coverage

Blue Turtle Creative | Public Relations Intern Auburn, AL | May 2016 – Aug. 2016

- Designed graphics and promotional materials for client marketing plans
- Edited/published a monthly newsletter distributed to the Auburn community
- Assisted in the planning and execution of special events and conferences
- Drafted and distributed press releases, advertisements and articles for clients

Auburn Panhellenic | Director of PR Auburn, AL | Nov. 2014 – Dec. 2015

- Represented 18 sororities and more than 3,500 members as a Cabinet officer
- Promoted philanthropy events, chapter expansions and summer recruitment
- Published blog posts on a weekly basis
- Designed graphics and philanthropy campaign promotions for 12k+ followers

The White Room Bridal Salon | Associate Birmingham, AL | May 2015 – Aug. 2015

- Completed various office tasks such as filing, problem solving, customer service
- Directed inventory and organized incoming merchandise from suppliers
- Greeted bridal parties and vendors
- Established Google Drive filing system