

JACQUELINE KNEE

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EDUCATION

- MAY 2023 **University of Southern California**
Annenberg School for Communication and Journalism
- M.A. Candidate, Public Relations and Advertising
- JUNE 2021 **University of Oregon**
- B.A., Public Relations

EXPERIENCE

- JANUARY-
JUNE 2021 **University of Oregon, Allen Hall**
- Assistant to Operations Manager
 - Trained employees and students on use of studio equipment; developed documentation on best methods of utilizing studio spaces
 - Assisted students when using broadcasting rooms, Duck TV production and the podcast studio
- DECEMBER
2018-
JANUARY
2020 **Alpha Phi - Tau Chapter**
- Sorority Chapter President
 - Responsible for supervision, safety and well-being of 182 sorority members
 - Chairman of the Program Council, Judiciary Board and House Corporation Board
 - Set goals and strategies with National, State and University Boards
- SEPTEMBER
2018 **ESPN Game Day Coca Cola Representative**
- Represented Coca Cola during ESPN college game day
 - Managed VIP area, collected tickets, organized crowd

NOTABLE COURSE WORK

- JUNE 2021 **"Think Wild"**
- With a team of four, created a 84-page strategic public relations plan
 - Conducted primary and secondary research through Qualtrics; created campaign strategy, contact lists, infographics and email pitches
- DECEMBER
2021 **ZOMOZ**
- Joined forces with three team members to take on a new Mezcal brand launch this summer
 - Conducted surveys through Qualtrics; created strategic plan and key messaging to reach new targeted audiences; utilized paid, earned, shared and owned media

SKILLS

American Sign Language / Podcast Development / Food Blog <https://foodknee.wordpress.com>