

SAVANNAH FOX

PROGRAMS

Microsoft Office	Final Cut Pro
Adobe Photoshop	WordPress
Adobe InDesign	Constant Contact

PLATFORMS

Facebook	Pinterest
Twitter	Instagram
Google+	Blogging

EDUCATION

University of Oregon
School of Journalism and Communication
Bachelor of Arts in Journalism & Communication:
emphasis in Public Relations
2011 - 2015

Member of university's PRSSA chapter
(Mentor in the chapter's first mentorship program)

AWARDS

Dean's List honoree

Honor Society member

Kappa Tau Alpha National Honor Society

CONTACT ME



805-252-5733



savannahellenfox@gmail.com



linkedin.com/in/savannahfox



@savannah_e_fox



savannahellenfox.wix.com/savannah-fox

EXPERIENCE

Allen Hall Public Relations

Student-Run PR Firm at the University of Oregon

Account Executive

January 2015 - June 2015

Eugene, OR

- Generated the social strategy for an online senior living startup, known as Golden Boomers International, which is focused on building an online forum
- Created and implemented content to inspire conversation; gained 644 followers on Facebook, and started the Pinterest and Twitter pages
- Compiled analytics to share with the founder of the organization
- Built the company's website and helped write the blog posts

Hollandia Produce, L.P.

Public Relations & Marketing Consultant

October 2014 - January 2014

Eugene, OR

- Hired by a national produce company to continue to carry out social strategy following internship
- Created and implemented the thematic social media campaigns and content for all platforms, and managed the company's blog
- Monitored social media analytics through Vocus; grew the company's Facebook and Twitter followers and engagement, and started the company's Pinterest site

Marketing Coordinator Intern

June 2014 - September 2014

Santa Barbara, CA

- Produced and implemented the thematic social media campaigns and content
- Designed and implemented customer relations emails
- Edited articles, website copy, and advertisements
- Assisted in composing brand campaigns and online contests
- Conducted industry research, entered data into Excel, compiled media lists
- Operated mail merges and compiled mail media for client relations

Mascots for a Cure Nonprofit Organization

Social Media, Event Coordinator, Recruitment Intern

April 2014 - June 2014

Eugene, OR

- Conducted hundreds of phone calls to businesses, organizations and schools recruiting volunteers for the event
- Helped implement and create social media campaign focused around the event
- Assisted in the production of the organization's media kit
- Aided with conducting a radio interview for the event
- Assisted in executing the fundraising event at the Portland Rose Festival