

Kirsten Bowers

SUMMARY A communicator with a passion for public relations and experience in marketing, event planning, video editing, design, news and feature writing.

PROFESSIONAL EXPERIENCE

Communications Intern, WKSU - Radio Station

Sept. 2014 to Present

- Updated and compiled lists of arts events within the 22 county listening area
- Wrote the weekly "Hot Picks" of things to do in Northeast Ohio
- Wrote artist biographies for new Folk Alley website

Communications Intern, Good Girl Comeback

June 2014 to Sept. 2014

- Compiled media lists for the Detroit area and sent out email pitches, exceeding press coverage goals by 50 percent
- Wrote press releases and posts for organization's blog
- Created and edited FAQ videos using Window's Movie Maker

Communications Intern, College of Business Administration

Sept. 2013 to Sept. 2014

- Served as coordinator for public relations portion of the department
- Conducted interviews with faculty, students, alumni and professionals to write press releases and feature stories
- Wrote content and edited all content for the College of Business Alumni Newsletter

Executive Board Member, PRSSA Kent

Aug. 2012 to May 2014

- Raised nearly \$2,000 for the chapter as the VP of Fundraising in a silent auction event
- Transitioned to Intercampus Liaison in May 2013, serving as the contact between Kent's PRSSA chapter and other campus organizations
- Served as the primary coordinator for the annual Communications Connection networking event, which served 63 students and 18 area professionals, exceeding attendance

Research Manager, National Bateman Competition

Nov. 2012 to May 2013

- Researched, created, implemented and evaluated an anti-bullying campaign with four other students as part of the PRSSA Bateman competition, placing second in the nation
- Personally handled the gathering and organization of team's research
- Assisted in writing, editing and design for the campaign

Reporter, *The Daily Kent Stater*

Aug. 2012 to May 2013

- Worked as the Architecture reporter during the fall 2012 and as paid feature reporter in the spring of 2013
- Interviewed sources to write articles about courses, projects and contests, majors and history of the school mascot, which appeared on the front page of the university newspaper

EDUCATION

Bachelor of Science, December 2014
Kent State University, Kent, Ohio

Major: Public Relations
GPA: 3.89