

MEREDITH O'BRIEN


PUBLIC RELATIONS ♦ SOCIAL MEDIA ♦ DIGITAL DESIGN ♦ MARKETING

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SOCIAL

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PROFILE

I'm passionate about building meaningful relationships, finding solutions, and creating a one of a kind experience. Through my work experience, campus involvement and the multitude of part-time jobs, I have established a broad skill set and learned how to manage multiple tasks at once. I'm very detailed orientated and you'll never see me without my planner in my hand.

PROFESSIONAL EXPERIENCE

Assistant Coordinator

Added Touch Catering
Aug 2016 - Current

- Lead a team of 40+ staff members for 10+ events to date, ranging from 10-300 guests, and work effectively in pressured situations to diffuse conflict
- Ensure customer satisfaction by executing proposals in a timely manner, executing events as promised, and following up with them afterwards

Student Worker

Auburn Alumni Association
Aug 2013 - July 2016

- Entered new alumni and updated out of date information on internal drive
- Assisted and prepared Development Officers for travel and alumni meetings
- Created new branding materials for the War Eagle Travelers Program

Intensive Intern

Invision Events
Jan 2016 - July 2016

- Assistant to the owner and creative director
- Assisted with designing and logistics through Aisle Planner
- Oversaw all interns and coordinated their schedules with planners

Inventory Specialist

The Mint Julep Boutique
May 2014 - April 2015

- Unpacked new arrivals with efficiency and accuracy
- Pulled orders from a 10,000 sq. ft. warehouse based on SKU numbers
- Reviewed orders for accuracy of merchandise and receipt information.

PR Intern

Select 7 on 7 Championship
July 2014







- Responsible for all public relations, media coordination, and event planning for the 2014 National Select 7 on 7 Championship in Hoover, AL
- Executed press releases for all 15 qualifying tournaments

Membership Specialist

Invision Events
Aug 2013 - July 2014

- Led tours of the facility to prospective students
- Ensured members were aware of policies and procedures
- Tracked daily expenses and transactions from membership sales

SKILLS

- Public Speaking 
- AP Style 
- Market Research 
- Strategic Planning 
- Brand Development 
- Adobe Creative Suite 

REFERENCES

Gwen Whitlock
Executive Assistant,
Auburn Alumni Association
whitlgb@auburn.edu

Julie Bunkley
Owner, Invision Events
julie@invevents.com

EDUCATION

Bachelor of Arts, Public Relations
Auburn University
2012 - 2016