

Mackenzie Chalfin

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Current Address: Address: 131 Heister Street Apt. 303, State College, PA 16801

Permanent Address: 129 Princeton Oval Freehold, NJ 07728

Summary: Motivated public relations student seeking a fall 2022 internship, with:

- Strong writing and interpersonal skills
- Social/Digital media experience (Instagram, TikTok, Facebook, YouTube)
- Ability to work in teams to meet deadlines and achieve success

Education:

The Pennsylvania State University
University Park, PA
B.A. Public Relations

Expected Graduation December, 2023
GPA: 3.86

Minors/Certifications:

Minor in Digital Media Trends and Analytics

Minor in New Media Entrepreneurship and Innovation

Public Relations Student Society of America, PR Council Agency-Ready Certificate 2021

Communications Experience:

Donald P. Bellisario College of Communications - News Literacy Campaign

Campaign Strategist

May 2022-Present

- Conduct research to construct an effective campaign
- Manage focus groups and surveys to yield notable results
- Brainstorm with a team to develop campaign strategies

Kappa Delta - The Pennsylvania State University

Vice President of Marketing and Recruitment

October 2021-Present

- Develop and execute marketing plan utilizing social media
- Collaborate with recruitment and marketing team to strategize effective marketing tactics
- Oversee public relations and social media chairs
- Plan and conduct three-week recruitment event

Public Relations Student Society of America

Public Relations Chair

May 2022-Present

- Utilize various forms of social media to promote the organization
- Create graphics on Canva to upload to social media
- Manage and post on the organization's blog

Member

September 2021-Present

- Develop professional skills specific to public relations
- Create networking connections
- Learn about the specifics of various public relations career paths

Work Experience

618 Restaurant

Server

May 2022-Present

- Work 30+ hours weekly to earn money for tuition and college expenses
- Effectively work in a fast-paced environment while communicating with staff and customers
- Accurately and efficiently cater to special requests and organize large parties

Moore's Tavern-Freehold, New Jersey

January 2020-April 2022

Server, Hostess

- Worked 15 hours weekly for college expenses in the midst of the Covid-19 pandemic
- Efficiently kept pace with a fast-moving work environment while communicating with staff and customers

Freehold Township Recreation Camp-Freehold, New Jersey

June 2016-August 2021

Camp Counselor

- Worked 35+ hours weekly to earn money for tuition
- Developed strong communication and organizational skills through interactions with staff and guardians