

# AMY HALL

I'm the ultimate student: inquisitive, proactive, detail-oriented and coachable.

Through multiple internships relating to strategic communications, publicity and social media and a vigorous honors education at Penn State, I've learned how to learn.

## SKILLS:

**Standard PR Practices:** AP Style, Call Agendas, Clippings, Face Sheets, Fact Sheets, Industry Reports, Media Lists, Meeting Notes, Muck Rack, Press Releases, Weekly and Monthly Coverage Reports

**Adobe Suite:** Illustrator, InDesign, Lightroom, Photoshop, Premier Pro

**Google Suite:** Google Alerts, Docs, Drive, Sheets, Slides

**Microsoft Suite:** Microsoft Excel, Outlook, Teams, Word

**Social Media:** Audience Analytics, Instagram, Social Copy, Twitter

## AWARDS:

Penn State Provost Award, Bellisario Communications Scholarship, Academic Excellence Scholarship, Cum Laude Society, Dean's List (5x)

## CONTACT:

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## EDUCATION:

**The Pennsylvania State University** | University Park, Pennsylvania  
Bellisario College of Communications | B.A., Public Relations | G.P.A.: 3.97  
Schreyer Honors College | Presidential Leadership Academy | Graduation: May 2024

## PROFESSIONAL EXPERIENCE:

**Lippe Taylor, Public Relations and Earned Media Agency** | New York, New York  
*Engagement Intern*, June – August 2022

- Established a management system for sample sends and used persistent, effective and clear communication to earn media placements in The New York Times, The Rolling Stone, Men's Journal and more. Through timely and organized action, achieved a total of 24.4 million unique daily impressions across four accounts, valued at nearly \$300,000.
- Trained Junior Account Executives in weekly and monthly client-facing reports across four brands.
- Led the winning capstone internship project, exceeding benchmark expectations by over 300% and receiving individual recognition from the agency's founder for presentation skills and argument creation.
- Managed upwards of 150 emails daily, conducted media research and assisted with standard business practices, media pitches and client correspondence.

**Warner Bros. Pictures** | Virtual; Los Angeles, California  
*College Ambassador*, January 2021 – January 2022

- Built long-term relationships with on-campus media outlets and student organizations to generate feature stories and promote Warner Bros. films, including *Dune*, *The Suicide Squad*, *King Richard* and more.
- Created and pitched publicity campaigns to increase brand awareness and drive students to engage with Warner Bros. theatrical and streaming releases at universities across America.
- Juggled multiple titles with overlapping time frames, enhancing my time management and organizational skills.
- Coordinated campus influencers to create movie-specific content driven by publicity packages.

**Penn State Athletics** | University Park, Pennsylvania  
*Primary Student Contact*, Penn State Swimming & Diving, August 2021 – Present

- Lead a team as the representative of Penn State Athletics' Strategic Communications department to provide accurate and timely visual and written coverage of Penn State Swimming & Diving across social media channels and on GoPSUsports.com.
- Understand and navigate complex, dynamic relationships between coaches and departments to present social media strategies and communication solutions, which align and unify the team and result in significant account growth.
- Penn State Football: multitask to precisely report statistics, transcribe press conferences and monitor media while maintaining timely coverage of Penn State Swimming & Diving.

**Penn State Sports Business Conference** | University Park, Pennsylvania  
*Director of Recruiting*, May 2021 – April 2022

- Led all outreach to hiring sports business professionals across America.
- Proactively created organizational systems for recruiting and speaker outreach teams to facilitate unambiguous and concise communication, which enabled members to effectively manage panellist and keynote ideas within defined drafts of conference schedules.
- Scheduled and coordinated recruiters' itineraries during the conference, served as their point-of-contact at Penn State's Beaver Stadium during the event attended by approximately 400 students seeking networking opportunities that our team secured.