

Ruby

McAuliffe

JOURNALIST. PR SPECIALIST.
CONTENT CREATOR.



Contact


rmcauliffe017@gmail.com
(909) 367-3656

Portfolio

www.rubymcauliffe.com

Social Media

 @rubymcauliffe

 @rubymcauliffe

 www.linkedin.com/in/rubymcauliffe017

Skills

- Editing (copy, video and audio)
- Writing
- Reporting (copy, on-camera and radio)
- Research
- Interviewing
- Event planning
- PR packages
- Adobe Creative Cloud
- Bilingual

Awards

- Dean's List 2017-Present
- Kappa Tau Alpha (Top Scholar)
- PRSSA (Programming Chair and Events Director)
- Communication Honor Society
- National Society of Leadership and Success

References

Available upon request

OBJECTIVE

To contribute passion, creativity and determination to the media space through content creation.

EDUCATION

Azusa Pacific University *Expected: Fall 2020*

- Bachelor of Arts, Journalism
- Public Relations minor
- Concentration: News and Storytelling

EXPERIENCE

May 2020 - Present

ZU News
Editor in Chief

- Manage editorial staff
- Work with brand partnerships
- Implement final edits
- Bring new ideas
 - Restructuring social media
 - Creating columns

May 2020 - Present

L.A. STYLE Magazine
Journalism and PR Intern

- Head of the Jr. Creative Board
 - "Color is Beautiful" Issue
- Write luxury content
- Edit stories and interviews
- Facilitate marketing research

Dec. 2019 - Present

Her Campus Media
National Writer

- Write for the national magazine
 - Beauty, wellness and culture
- Pitch story ideas

May 2019 - May 2020

ZU Magazine
Managing Editor

- Supervise daily operations
- Edit copy for publishing
- Keep track of deadlines
- Craft pieces for online and print
- Manage social copy and content

Aug. 2019 - Feb. 2020

Dressember Foundation
Events Intern

- Plan events
 - Dressember Prom
 - Drink & Dressember
- Represent Dressember at events
- Create PR tools and deliverables

Aug. 2018 - Aug. 2019

ZU News
Copy Editor

- Edit contributors' work
- Work with section editors
- Operate social media platforms