

**Ruby McAuliffe**  
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[www.rubymcauliffe.com](http://www.rubymcauliffe.com)

## EDUCATION

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**Bachelor of Arts, Journalism**  
**Public Relations minor**

**Expected: Fall 2020**

Concentration: News and Storytelling

## AWARDS

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- Dean's List for all semesters studied
- Kappa Tau Alpha Top Scholar
- Inducted into National Society of Leadership and Success, Communication Honor Society, PRSSA and Kappa Tau Alpha (journalism and mass communication honor society)

## RELATED EXPERIENCE

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**Her Campus, Remote** - *National Writer*

Dec. 2019 - Present

- Write for the national magazine
- Beat report for the beauty and wellness sections
- Pitch story ideas

**Public Relations, Azusa, CA** - *Executive Director*

Jan. 2020 - Present

- Manage a university PR agency
- Create and implement a strategic communication plan
- Work with the Agency Director
- Delegate tasks among agency members

**PRSSA Chapter, Azusa, CA** - *Programming Chair and Events Director*

Aug. 2019 - Present

- Plan events put on by PRSSA
- Brainstorm event ideas
- Utilize PR and social media skills

**ZU Media, Azusa, CA** - *ZU Magazine Managing Editor*

May 2019 - Present

- Supervise day-to-day operations and logistics under Editor-in-Chief
- Edit writers' work for publishing
- Keep track of deadlines
- Craft original pieces for online and print
- Manage social copy and content

**Dressember, Los Angeles, CA** - *Events Intern*

Aug. 2019 - Feb. 2020

- Help plan events put on by Dressember
- Represent Dressember at events
- Write press releases
- Utilize PR and event planning skills

<b>Teen Vogue, Remote</b> - <i>Freelance Writer</i>	Nov. 2019 - Jan. 2020
<ul style="list-style-type: none"> <li>● Pitch ideas to the identity editor</li> <li>● Go through the editing and writing processes</li> </ul>	
<b>Public Relations, Azusa, CA</b> - <i>Social Media Coordinator</i>	Aug. 2019 - Dec. 2019
<ul style="list-style-type: none"> <li>● Re-branding a local coffee shop through social media</li> <li>● Facilitating a plan and a list of goals</li> <li>● Creating content, copy and more for social</li> </ul>	
<b>ZU Media, Azusa, CA</b> - <i>ZU News Copy Editor</i>	Aug. 2018 - Aug. 2019
<ul style="list-style-type: none"> <li>● Edit contributors' work</li> <li>● Work closely with the section editors</li> <li>● Handle ZU Media's social media platforms</li> </ul>	
<b>Public Relations, Azusa, CA</b> - <i>Campaign Coordinator</i>	Aug. 2018 - Dec. 2018
<ul style="list-style-type: none"> <li>● Facilitated a PR campaign for a musical client</li> <li>● Crafted a plan through website cultivation and social media revamp</li> </ul>	

## SKILLS

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- Proficient in Adobe Premiere, Audition, InDesign, PhotoShop, Illustrator
  - Editor, writer, communicator, on-screen reporter, radio host, video and audio editor, producer social media manager and public relations specialist
  - Spanish speaker, writer, and reader

## SERVICE

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|---|------------------------|
| ● PR Practitioner, Azusa, CA                            | Jan. 2020 - Present    |
| ● One-on-one Mentor, Alta Loma, CA                      | May 2018 - Present     |
| ● National Society of Leadership and Success, Azusa, CA | Aug. 2018 - Present    |
| ● God's Pantry, Azusa, CA                               | Oct. 2018 - Present    |
| ● Mentor, Azusa, CA                                     | Sept. 2018 - Dec. 2018 |
| ● Mexico Outreach, Mexicali, MX                         | Nov. 2018 - Nov. 2018  |
| ● Mission Trip to Peru, Pucallpa, PE                    | May 2018 - July 2018   |
| ● Tutor for College Preparation, Azusa, CA              | Oct. 2017 - Oct. 2017  |

## REFERENCES

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- Available upon request