

REBEKAH D. LITTLE

Detail-oriented, charismatic Public Relations Representative with over a year of proven experience in digital media and social media marketing. Innovative with a passion for brand development and event design. Highly familiar with social networking, CRO, SEO, and major marketing channels. Skilled in collaboration and eager to learn and share marketing insights.

123 Some Street, West Palm Beach, FL 33401
rdlittle@myemail.com
(561) 000-1111

PROFESSIONAL EXPERIENCE

PUBLIC RELATIONS ASSISTANT

Bakers Press, West Palm Beach, FL
June 2020 – Present

- Develops and executes social media strategy through competitor research, platform selection, benchmarking, messaging determination, and audience identification
- Builds, edits, publishes, and shares original content
- Continuously captures and analyzes social metrics, insights, and best practices to optimize company pages
- Moderates user-generated content according to each community's moderation policies
- Creates syndication schedules and editorial calendars

DIGITAL MARKETING INTERN

Ace Communications Resources,
West Palm Beach, FL
October 2019 – May 2020

- Wrote company blogs based on research of current industry news and trends
- Re-optimized and uploaded existing content for SEO
- Collaborated with various teams for company and client content creation
- Assisted with creation of company's marketing collateral
- Assisted Content Strategist with creating an editorial calendar

EDUCATION

Bachelor of Arts in Public Relations

Palm Beach Atlantic University,
West Palm Beach, FL
August 2016 – May 2020

KEY SKILLS

- Digital media and social analytics tools
- Social media marketing, graphic design, and web development
- Team player
- Excellent writing, oral communication, and presentation skills
- Strong organizational and multitasking ability