

# Riley Schwienebart

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## Summary

Soon-to-be college graduate looking for employment in communication, public relations or human resources.

- See my personal portfolio at <https://rileyschwienebart.wixsite.com/mysite-1>.

## Education

### Iowa State University | Class of 2020

- Double Major in Public Relations and Communication Studies
- Working to achieve the Leadership Certificate
- Cumulative GPA: 3.99 | Dean's List – Seven Semesters

## Relevant Public Relations & Communication Experience

### LifeServe Blood Center | Public Relations & Marketing Intern

Summer 2019

- Developed communication plans to promote LifeServe, blood drives and events
  - Press releases, letters, flyers, social media content, copy, PowerPoint, video and graphics
- Initiated and maintained communications with organizations to obtain donations and plan events

### 88.5 KURE – Campus Radio

2018-2020

#### Public Relations Director

- Writing weekly public service announcements for KURE promotion and other organizations
- Community outreach and partnership management
- Working with KURE directors to plan and spread awareness for events
  - Concerts (KURE Fest and Terrace Tuesdays) and trivia events (Quicky Kwiz and Kaleidoquiz)

## Public Relations Writing

- Created public relations materials for the Iowa State University Vice President of Research Office
  - Fact sheet, blog post, speech/presentation
  - Learned and practiced AP style of writing

## Small Group Communication

- Worked in a team to plan a fundraiser for YSS which raised \$470 with no funding or resources

### Communication Studies Club

2016-2018

Vice President 2017-2018 | Treasurer 2016-2017

## Additional Experience

### Electrical and Computer Engineering Student Services | Office Assistant

2019-Present

- Communicated with students to solve problems in a way that most benefits the student

### Target | Starbuck's Barista

2016-2019

- Obtained methods for problem solving and communication in a fast-paced work environment