

# Cassandra Leigh Geslak

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## EDUCATION

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### **Auburn University; Auburn, Alabama**

**2014-2017**

Public Relations Major / Business Minor

Major GPA: 3.7

Relevant Course Work:

- Multimedia Writing for Public Relations, Survey Research, Public Relations Campaigns, Strategic Communications, Public Relations Case Study

### **ACS Cobham International School; Cobham, England**

**2005-2014**

## EXPERIENCE

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### **Premier Agency; Atlanta, Georgia**

**May – August 2017**

- Created and compiled press releases, media pitches and media kits
- Developed social media strategy and posts
- Performed client and public analysis
- Assisted with the onboarding of a new client

### **Pure Taqueria; Atlanta, Georgia**

**May-August 2016**

- Hostess

## INVOLVEMENT

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### **Student Alumni Association**

**August 2014- Present**

- Assisted with planning events including a Color Run 5K

### **Social Sorority**

**August 2014 – Present**

- Raised money for several different philanthropies

### **Her Campus**

**August 2017-Present**

- Managed social media accounts

### **Active Minds**

**August 2015 - Present**

- Promoted mental wealth week and suicide prevention week on Auburn University's campus

## SKILLS

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- Writing, HTML and CSS, Communication, Public Speaking, Adobe InDesign, Adobe Photoshop, Leadership, Problem-Solving