

AMY HALL

CONTACT:

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amyh4ll.com

I'm the ultimate student: inquisitive, proactive, detail-orientated and coachable.

Through multiple internships relating to strategic communications, publicity and social media and a vigorous honors education at Penn State, I've learned how to learn.

SKILLS:

Standard PR Practices: AP Style, Broadcast Scripts, Call Agendas, Clippings, Coverage Reports, Face Sheets, Fact Sheets, Industry Reports, Key Messaging Documents, Media Audits, Media Lists, Meeting Notes, Muck Rack, PR Plans, Press Releases, Pitches, Workbacks

Adobe Suite: Illustrator, InDesign, Lightroom, Photoshop, Premier Pro

Microsoft Suite: Microsoft Excel, Outlook, Teams, Word, Power Point

Social Media: Audience Analytics, Instagram, Social Copy, Twitter

AWARDS:

Penn State Provost Award, Bellisario Communications Scholarship, Academic Excellence Scholarship, Cum Laude Society, Dean's List (6x)

PROFESSIONAL EXPERIENCE:

Edelman | New York, New York

Brand & Earned Media Intern, Kentucky Fried Chicken (KFC), June – August 2023

- Earned more than four billion impressions in one week by creating media lists, drafting and sending pitches and corresponding with journalists to receive national coverage.
- Managed relationships with clients, producers, influencers and internal team members by leading updates on status calls, coordinating broadcast segments and social posts and proactively maintaining organizational systems.
- Owned account monitoring and reporting. For national launches, communicated key media placements directly with clients through Slack and in write-ups. For weekly reports, provided analysis of industry trends, competitor news and brand mentions.
- Gen Z Lab: wrote recommendations for Starbucks, participated in brainstorming for General Mills and sat on roundtables discussing Gen Z messaging.

Lippe Taylor, Public Relations and Earned Media Agency | New York, New York

Engagement Intern, June – August 2022

- Established a management system for sample sends and earned media placements in The New York Times, The Rolling Stone, Men's Journal and more. Through timely and organized action, achieved a total of 732 million impressions across four accounts, valued at nearly \$300,000.
- Trained Junior Account Executives in weekly and monthly client-facing reports across four brands.
- Led the winning capstone internship project, exceeding benchmark expectations by over 300% and receiving individual recognition from the agency's founder for presentation skills, strategy and persuasion.
- Managed upwards of 150 emails daily, conducted media research and assisted with standard business practices, media pitches and client correspondence.

Warner Bros. Pictures | Virtual; Los Angeles, California

College Ambassador, January 2021 – January 2022

- Built long-term relationships with on-campus media outlets and student organizations to generate feature stories and promote Warner Bros. films, including *Dune*, *The Suicide Squad*, *King Richard* and more.
- Created and pitched publicity campaigns to increase brand awareness and drive students to engage with Warner Bros. theatrical and streaming releases at universities.
- Juggled multiple titles with overlapping time frames, enhancing time management and organizational skills.
- Coordinated campus influencers to create movie-specific content driven by publicity packages.

Penn State Athletics | University Park, Pennsylvania

Primary Student Contact, Penn State Swimming & Diving, August 2021 – May 2023

- Led a team as the representative of Penn State Athletics' Strategic Communications department to provide accurate and timely visual and written coverage of Penn State Swimming & Diving across social media channels and on GoPSUsports.com.
- Understood and navigated complex relationships between coaches and departments to present social media strategies and communications solutions, which aligned the team and resulted in significant account growth.
- Penn State Football: multitasked to precisely report statistics, transcribe press conferences and monitor media while maintaining timely coverage of Penn State Swimming & Diving.

EDUCATION:

The Pennsylvania State University | University Park, Pennsylvania

Bellisario College of Communications | B.A., Public Relations | G.P.A.: 3.97

Schreyer Honors College | Presidential Leadership Academy | Graduation: May 2024