

RILEY SCOTT

EDUCATION

S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

Syracuse University Class of 2019
Bachelor of Science in Public Relations
Sociology Minor

EXTRACURRICULAR

PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA

Syracuse University - October 2016-May 2019
Active member of the Syracuse University Public Relations Student Society

ED2010

Syracuse University - September 2015-May 2019
Organize, plan and schedule a speaker series of magazine industry leaders

DELTA DELTA DELTA SORORITY

Syracuse University • January 2016 - May 2019
Director of Public Relations & Marketing • Serve on committee that helps raise over \$15,000 annually for St. Jude Children's Research Hospital • Involved in the chapter's formal conduct committee

SKILLS

PROGRAMS

Cision Certified, TV Eyes, Google Analytics, MS Office Suite

WRITING

AP Writing Style, Press Releases, Creative Writing, Media Communication, Market Research, Promotional Campaigns

SOCIAL MEDIA

Facebook, Instagram, LinkedIn, Twitter, Tumblr, Wordpress, Wix

EXPERIENCES

ASSISTANT ACCOUNT EXECUTIVE

Ruder Finn

New York, NY • June 2019-Present

Composed press releases for healthcare clients • Created social campaigns for both healthcare and corporate clients
• Composed pitches for a wide variety of news outlets • Responsible for daily media monitoring and alerts • Constructed in depth media audits and analysis • Performed new business research

CAMPUS REPRESENTATIVE

Rent the Runway

Syracuse University • January 2019-May 2019

Promoted the brand on my personal social media to authentically generate awareness • Launched marketing events on campus • Connected with networks within Syracuse to increase the reach of the brand

PUBLIC RELATIONS INTERN

Nicholas & Lence Communications

New York, NY • June 2018- August 2018

Headed up research for over forty clients • Compiled press reports comprised of high profile newspapers, magazine and online sources to present to clients • Mastered media monitoring on Cision (certified) and TV Eyes • Participated in multiple onsite client visits

PUBLIC RELATIONS INTERN

Lippe Taylor Public Relations & Digital Marketing

New York, NY • May 2017 - August 2017

Created and managed Cetaphil campaign in Internship competition • Wrote pitches for news and media outlets on behalf of Lippe Taylor beauty brands including Revlon, Elizabeth Arden, and Almay • Attended and helped run Revlon media events • Participated in external and internal PR meetings

PUBLIC RELATIONS INTERN

Deutsch Family Wine & Spirits

Stamford, CT • May 2016 - August 2016

Created and managed social media campaign across Facebook, Instagram, and Twitter • Wrote pitches for news and media outlets on behalf of over two dozen Deutsch brands • Used Cision to maintain Excel database of media impressions for sales and marketing analytics • Participated in agency and internal PR meetings