

Alana S. Robinson
4085 Strathmore Dr.
Montgomery, AL 36116
334.309.6210
Asr1985@gmail.com

Objective: Seeking a Public Relations position where I can utilize my writing, organizational and communication skills. Has prior public relations internship experience. Proven ability to manage multiple tasks while maintaining a high commitment to client satisfaction. Willing to relocate at personal expense.

Public Relations Volunteer Sistas CanSurvive Coalition, Inc Montgomery, AL August 2010-present

- Pitches local media about upcoming events
- Expanded media reach for annual Walk & Rally event reach. Garnered placement in the local newspaper.
- Generates publicity for SCSC events using flyers, brochures, etc
- Uses social media (Facebook) to connect with prospective volunteers
- Implement ideas for the official organization website to better serve target audience

Local Sales Assistant WCOV-TV Montgomery, AL November 2008 – present

- Media Buyer for the Young Boozer State Treasurer campaign. Purchased advertising in several markets throughout Alabama. As a result he received the 2nd highest of votes in the June 1st primaries.
- Informed viewers of the 2009 Digital broadcast transition, including where to purchase equipment, how to acquire digital stations, and equipment installation assistance.
- Awarded Employee of the Quarter, July 2009 WCOV-TV

Webmaster UAB Student Member of PRCA/PRSSA Birmingham, AL March 2007-2008

- Upgraded the student run website using Adobe Dreamweaver
- Implemented new features including a message board
- Awarded First Webmaster, March 2008

Communications Intern Alabama Symphony Orchestra Birmingham, AL January 2007-May 2008

- Generated feature articles for the Alabama Symphony Orchestra's quarterly publication, OPUS
- Maintained the ASO official website and the ASO MySpace page
- Compiled and organized media clips

Advertising Representative UAB Student Publications Birmingham, AL April 2006-August 2006

- Coordinate with prospective clients in order to prepare efficient marketing plans and policies
- Establishing and managing local accounts
- Maintaining an excellent relationship with clients

Additional Skills: Adobe Illustrator, InDesign, Photoshop & Dreamweaver, Social Media (Facebook & Twitter), Microsoft Office, blogging and website design

Education: Bachelor of Arts in Mass Communications, 2008
University of Alabama at Birmingham

Professional Affiliations
PRSA Associate Member
Alabama PRSA Member

Activities: Community volunteer for the Montgomery Zoo, The Arthritis Foundation, Barber Motorsports Park and the Elmore County Humane Society.