

Miki Erickson

PR

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Contact Information: 119 Bragg Ave. mce0027@auburn.edu
Auburn, AL 36830 512-820-3285



miki_erickson_



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Mikaela Erickson

EDUCATION

Bachelor of Arts in Public Relations

Auburn University, Auburn, AL
December, 2021

Minors:

Business and Political Science

Major: 3.83

Overall: 3.34

EXPERIENCE

- Member of the Oaks Agency at Auburn University January- August, 2021
- Create social media posts for the Auburn Public relations account on multiple social media platforms
- Create content calendars for social media posts including spotlight interviews
- Member of PRSSA January, 2021- present
- Newy Evolution (Vail, Colorado) Jan- August, 2019
- Public relations, marketing, and brand recognition
- Photoshoots, social media, event planning, and community marketing

SPECIAL SKILLS

- Leadership
- Time management
- Organized
- Proficient in AP-Style writing
- Proficient in Google Slides
- Proficient in Google Docs
- Solution oriented
- Work well in group settings

ON-CAMPUS ACTIVITIES

- Chang Auburn University, AL January 2020
- Attended weekly meetings
- Participated in small group fitness
- Delta Zeta Sorority August 2018- January 2020
- Participated in philanthropy involved with the Stacey Hearing Foundation

References upon request

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www.mikerickson.com

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Mrs. Natalie Wood,
President and Chief Designer of Natalie Woods Designs
1301 N Main St.
McAllen, Texas 79051

Dear Mrs. Wood:

Hello, I am applying for the position of Public Relations Intern. This job posting was on Handshake and really caught my eye. I have worked with designers in the past and have seen what it looks like to grow a fashion and design business from the ground up. I have assisted many photoshoots and have styling experience as well.

I am a good fit for your company because I understand what it takes to build a company like this. My knowledge of photoshoots and styling would make it so that I could be thrown in to a diverse set of circumstances. My time management skills are great and I always tend to look at the bigger picture, which would be helpful when styling or organizing the overall theme of a campaign. When looking at your company's back story, I really connected with the fact that you are passionate about making women feel comfortable and excited about the jewelry they are wearing. I have been a part of many female empowerment organizations and am always attracted to this mindset. Teamwork is also a skill that I am good at. The more ideas bouncing around, the better and more creative the campaigns and photoshoots will be. I have a lot of great ideas for campaigns that would stick to your brand, but would make you stand out.

If you think I could be a good fit for your company please feel free to reach out by phone number or email. I would be happy to talk to you about it any day that you are available. Thank you so much for your time.

Sincerely,
Miki Erickson

Miki Erickson

319 Bragg Ave.
Auburn, AL 36830

Recipient's Name
Street Address
City, State, Zip Code

PR

Creative Brief

Miki Erickson PR

Goals

Miki Erickson PR aims to provide honesty and professionalism toward every client.

I prefer to keep my design aesthetic clean. The use of lines work as a barrier to keep the viewers' eyes from getting distracted.

Key Takeaways

Having a personal and recognizable design aesthetic will make you stand out to future employers. If they can remember your name or logo, you could have a better chance at getting the position or client you want.

Key Insights

Today, everything is about establishing your brand and making it pop. That does not necessarily mean that you need to use crazy colors and wild prints. You can get your point across by keeping your brand consistent. People want to look at something that looks cohesive. Viewers do not want it to be difficult to make sense of an image or aesthetic.

Personality

Easy-going
Personable
Responsible
Caring
Fun-loving
Sociable

Positioning

I plan to look forward for the latest trends and implement them into whatever brand aesthetic you are trying to achieve.

Reason to Believe

I will work hard to make your vision come true and will work endlessly to maintain that vision.

Target

The most important thing for me to achieve is your vision. I will do this while keeping up on latest trends so that your brand can get recognized as much as possible.

Logo/Mark

Miki

Erickson

PR

Fonts

Kefa

Easy-going
personable
responsible
caring
fun-loving

Big Caslon

Miki Erickson
PR

Colors



C = 78, M = 90, Y = 10, K = 51



C = 0, M = 0, Y = 0, K = 100

