

Ryan Jones

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Education History

Auburn University

Bachelor's Degree in Public Relations
Minor in Human Development
Aug. 2019 - May 2023
Magna Cum Laude
GPA of 3.7 | Major GPA of 3.93

Leadership Experience

Best Buddies

PR Director | May 2020 - May 2023
- Grew Instagram account by 87.5% over 90 days and increased club participation by 30%
- Created graphics, videos, and images for important events and posted on social media

The Oaks Student-Run PR Agency

Account Manager | Aug. 2022 - May 2023
- Developed a social media presence for our clients
- Acted as the account liaison between the agency members and clients

Social Media Coordinator | Aug. 2021 - May 2022

- Created content for a local boutique
- Managed and executed content calendar using Hootsuite

Social Sorority

Alumnae Network Director | Feb. 2021 - Dec. 2021
- Planned five events for over 800 people
- Worked within a pre-defined budget
- Built relationships with over 6,000 alumnae, 400 active members, and their parents

Campus Involvement

Lambda Pi Eta

- National Communication Association
- Only accepts the top 30% of class

Public Relations Student Society of America (PRSSA)

- Collegiate organization of PRSA

Apparel Merchandising and Design Association (AMDA)

- Produced "Swatch," a bi-monthly magazine
- Planned and advertised the annual Auburn Fashion Show Event for 900 guests

Recruitment Counselor

- Supported incoming sorority members during the recruitment process

About me

I'm a public relations professional based in New York City with a love for connecting with people and learning & sharing their stories. I've had the chance to live and work in London, Chicago, Alabama, and now New York City, which has helped me learn how to adapt and thrive in new and exciting environments. I'm passionate about fashion, luxury, influencer, and retail, and I'm looking for opportunities to join creative teams, help build meaningful connections, and share brands' stories while contributing to growth.

Professional Experience

Ketchum PR - an international public relations firm.

Assistant Account Executive, Influence & Branded

Entertainment | March 2024 - Present | Chicago, IL

- POC for clients, influencers, and media
- Developing strategies, drafting creative briefs, reviewing content, tracking performance, and creating wrap reports for influencer programs for some of the world's leading brands.
- Blending storytelling and brand messaging in branded entertainment segments and events, including daytime talk shows, TV placements, and movie premieres.
- Drafting and negotiating influencer contracts
- Creating POs and overseeing payments

CLD PR - an LA-based fashion, celebrity, and branding agency.

Fashion PR Intern | October 2023 - March 2024 | Los Angeles, CA

- Curated, negotiated, and gifted influencers
- Secured features in print and digital fashion publications
- Media monitored
- Created copy and pitches for outreach to influencers and editors using Cision and LaunchMetrics

Power Move Marketing - a remote, woman-owned marketing agency representing brands nationwide.

Account Assistant | September 2022 - March 2023 | Remote

- Curated and secured over 1,500 influencers for client campaigns
- Developed digital content to grow four disparate clients' online presence
- Strategized and conducted target audience research for each client
- Created blog posts, graphics, and TikToks for clients' social media pages

Grove Communication - a London-based agency representing spirits, fashion, lifestyle, and luxury goods.

Luxury Fashion Press Assistant | May 2022 - July 2022 | London, England

- Monitored emerging social media, culture, and fashion trends
- Managed press reports and contacted/followed up with journalists on press requests
- Called press desks for information on upcoming shoots and news features

Tiffany & Co. - an international jewelry company.

Client Advisor | November 2021 - January 2022 | Oakbrook, IL

- Helped reach the store's December goal of \$5 million by enhancing clients' experience with hospitality and store amenities
- Assisted many clients successfully during the fast-paced holiday season