

Cela Cashel

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EDUCATION

Bachelor of Science in Public Relations, Minor in Marketing

August 2019-December 2022

Missouri State University; Springfield, MO

GPA: 3.94/4.00, summa cum laude

- Dean's List for 7 semesters
- Honors College member

RELEVANT WORK EXPERIENCE

Marketing Intern..... August-December 2022

Chartwells Higher Education; Springfield, MO

- Led campaign to gain customer satisfaction survey responses, including strategy development, content creation and placement, and giveaway implementation for a result of over 200 responses
- Aid in event execution through creating attractive displays and effectively communicating with several vendors and guests
- Co-manage social media channels and create digital signage

Public Relations Intern..... May-August 2022

Nestlé Purina PetCare Company; St. Louis, MO

- Developed an internal strategic communications plan to encourage employee engagement by creating key messages, branding, and content concepts and calendars
- Aided in planning and executing an internal event attended by 2,000 associates
- Conducted extensive research on key stakeholders, competitors and sports marketing opportunities
- Contributed to community involvement efforts through leading community service initiatives, monitoring event partnership requests, and creating media kits and pitches to promote local events

Marketing & Public Relations Intern..... August 2021-May 2022

417 Magazine; Springfield, MO

- Successfully managed sweepstakes from start to finish by nearly doubling our goal of entrants through communicating with clients, developing promotional content and collecting data to review our performance
- Coordinated event details and ensured they ran smoothly while interacting with sponsors and speakers
- Wrote press releases and other web content

Student Content Creator..... January-May 2022

Missouri State University Office of Strategic Communications; Springfield, MO

- Produced content on various social media platforms with a focus on TikTok and Instagram
- Developed social media strategies and campaigns while detecting trends, resulting in an increase of followers by over 500 on TikTok
- Connected with key publics through interviewing students and capturing content at events

Public Relations Coordinator.....October 2019-May 2022

Dance Marathon; Springfield, MO

- Spread awareness of Dance Marathon, a year-long fundraising effort for children in CoxHealth Hospital
- Built a brand and social media presence from the ground up
- Collaborated with graphic designers and photographers to create content consistent with the Dance Marathon brand

Marketing & Communications Intern.....May-August 2021

ILLINOISouth Tourism; Belleville, IL

- Wrote blog posts and partnered with teammates to develop web content
- Cultivated social media awareness by creating and sharing posts
- Traveled to territories covered by ILLINOISouth Tourism to create materials used in digital and print media