

# Rachel M. Esterline

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<b>Professional Experience</b>	<b>Public and Media Relations Assistant</b>   <i>Come Recommended</i> <span style="float: right;"><i>Aug. 2009 - Current</i></span> <ul style="list-style-type: none"><li>• Secure speaking engagements and guest blogger/columnist opportunities</li><li>• Draft media materials, including pitches and press releases</li><li>• Monitor media opportunities and coordinate interviews</li></ul>
	<b>Public Relations Intern</b>   <i>Fahlgren Mortine</i> <span style="float: right;"><i>May 2009 - Aug. 2009</i></span> <ul style="list-style-type: none"><li>• Performed research for new business accounts</li><li>• Pitched to national, regional and local media for Miller Boat Line</li><li>• Coordinated social media efforts for The Buckeye Ranch and trained staff members to use social media tools</li></ul>
	<b>Publications Intern</b>   <i>CMU Public Relations and Marketing</i> <span style="float: right;"><i>May 2008 - Dec. 2008</i></span> <ul style="list-style-type: none"><li>• Wrote stories for eight university publications</li><li>• Generated ideas and copy for advertisements and posters</li><li>• Developed copy for CMU journalism department Web site</li></ul>

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<b>College Experience</b>	<b>Press Secretary</b>   <i>Student Government Association</i> <span style="float: right;"><i>April 2009-Current</i></span> <ul style="list-style-type: none"><li>• Work with student media, including Central Michigan Life and MHTV</li><li>• Oversee internal and external communications</li><li>• Write, edit and design promotional materials</li><li>• Manage Web site and blog</li></ul>
	<b>Account Executive</b>   <i>PR Central - Student-run public relations firm</i> <span style="float: right;"><i>Sept. 2008 - May 2009</i></span> <ul style="list-style-type: none"><li>• Coordinated and edited promotional materials for clients</li><li>• Organized communication plans, client meetings and account meetings</li><li>• Oversaw assistant account executive and consultants</li></ul>
	<b>Liaison</b>   <i>Public Relations Student Society of America</i> <span style="float: right;"><i>Sept. 2008 - May 2009</i></span> <ul style="list-style-type: none"><li>• Acquired \$1,500 for members attending the 2008 National Conference</li><li>• Developed sponsorship materials for a regional conference</li><li>• Planned induction ceremony and member showcase event</li></ul>

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<b>Social Media</b>	<b>Blogger</b>   <i>A Step Ahead</i> <span style="float: right;"><i>Feb. 2008 - Current</i></span> <ul style="list-style-type: none"><li>• Research and write about public relations and related subjects</li><li>• Participate in networks, including Brazen Careerist and Bizzy Women</li><li>• Write guest posts featured on other blogs, including the PRSSA Blog</li><li>• Received more than 5,300 visits and 9,000 page views since Jan. 2009</li></ul>
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<b>Skills</b>	<b>Computer</b> <ul style="list-style-type: none"><li>• PC and Mac</li><li>• Microsoft Office</li></ul>	<b>Web and Social Media</b> <ul style="list-style-type: none"><li>• Blogging</li><li>• Twitter</li><li>• Domain/Hosting Setup</li></ul>	<b>Design</b> <ul style="list-style-type: none"><li>• Adobe InDesign</li><li>• Adobe Dreamweaver</li><li>• Basic HTML</li></ul>	<b>Professional</b> <ul style="list-style-type: none"><li>• Cision</li><li>• Critical Mention</li><li>• Factiva</li></ul>
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<b>Honors</b>	<b>Founder's Award Scholarship/Internship</b>   <i>Fahlgren Mortine</i> <span style="float: right;"><i>April 2009</i></span> <ul style="list-style-type: none"><li>• Awarded scholarship and internship in recognition of strong public relations and writing skills, talent and drive</li></ul>
	<b>Chapter Delegate</b>   <i>Public Relations Student Society of America</i> <span style="float: right;"><i>March 2009</i></span> <ul style="list-style-type: none"><li>• Attended 2009 National Assembly in New Orleans as chapter delegate</li></ul>
	<b>Allan Schoenberg Award</b>   <i>CMU College of Communication and Fine Arts</i> <span style="float: right;"><i>Feb. 2009</i></span> <ul style="list-style-type: none"><li>• Recognized for leadership and experience as a public relations student</li></ul>

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<b>Education</b>	<b>Bachelor of Applied Arts</b>   <i>Central Michigan University</i> <span style="float: right;"><i>May 2010</i></span> <ul style="list-style-type: none"><li>• Major: Integrative Public Relations</li><li>• Minors: Journalism, Communication</li></ul>
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