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EMILY PETREE

EXPERIENCE

AUBURN CHAMBER OF COMMERCE AUBURN, AL
COMMUNICATIONS AND MARKETING INTERN, MAY 2008-MAY 2009

- Assisted in creating and editing numerous in-house publications, including the *Welcome Magazine*, quarterly newsletter and local shopping and dining guides; contributed business profiles for quarterly newsletters.
- Assembled packages for distribution at events, programs and meetings.
- Worked with Vice President of Communications and Marketing to plan and execute community and business events.

AUBURN UNIVERSITY PUBLIC RELATIONS COUNCIL OF ALABAMA AUBURN, AL
VICE PRESIDENT OF MEMBERSHIP, 2007-2008

- Coordinated and promoted membership drives each semester to establish a loyal membership.
- Maintained rosters of the membership through various meetings and events.
- Assigned campaign responsibilities to AUPRCA members for various organizations and events such as the College of Liberal Arts and Relay for Life.

2008 MISS AUBURN CAMPAIGN AUBURN, AL
"TOP 5" STAFF: ESCORTS AND SCHEDULING, NOVEMBER 2007-FEBRUARY 2008

- Orchestrated visitation of Miss Auburn candidate with 80 student organizations and events during limited five-day campaign period.
- Coordinated escorts' participation, attire, location and responsibility; five escorts were required to be present at all times.
- Developed advertising and campaign strategy alongside campaign manager including billboards, posters and promotional items in compliance with strict Student Government Association regulations.

AUBURN ATHLETIC MARKETING AUBURN, AL
MARKETING INTERN, AUGUST-DECEMBER 2007

- Designed and implemented marketing and promotional plans for five NCAA varsity sports programs.
- Executed game day, halftime promotions and in-game operations for Auburn University athletic events and NCAA-hosted tournaments, specifically football, women's basketball, equestrian and soccer.
- Created and conducted ticket sales strategies and promotions.

ALPHA CHI OMEGA SORORITY AUBURN, AL
COLLEGIATE RECRUITMENT INFORMATION CHAIR, DECEMBER 2006-2008

- Led the Collegiate Recruitment Information Board for two years, serving as the liaison between National Headquarters, the Panhellenic recruitment board and the chapter.
- Organized candidate information, resumes and recommendations for each of 1,300 prospective new members; developed an improved approach resulting in significant improvement in return statistics over previous years.
- Managed an \$1,800 budget, delegated responsibilities to three assistants, improved preparation processes, which saved time, money and resources, trained 130 personnel and successfully met new member enrollment quota.
- Created a training manual for the position which detailed each step of the intricate recruitment process and how to complete it efficiently.

EDUCATION

AUBURN UNIVERSITY AUBURN, AL
BACHELOR OF ARTS, PUBLIC RELATIONS, MAY 2009

Current GPA: 3.7/4.0, *Magna Cum Laude*

ACTIVITIES AND HONORS

- Lambda Pi Eta, official honor society of the National Communication Association
- 2008 Miss Homecoming nominee, top 20 among all senior Auburn women
- Alpha Chi Omega National Scholarship Grant recipient, 2008
- Golden Key Honor Society, top 15% of junior class, 2007-Present
- Auburn University Public Relations Council of Alabama, Member 2006-Present
- Dean's List: Fall 2005, Spring 2006, Spring 2008
- Alpha Lambda Delta, 2005-Present
- National Society of Collegiate Scholars, 2005-Present
- Phi Eta Sigma, National Honor Society, top 20% of freshman class, 2005-Present
- Auburn University SGA Tiger Tuesdays: Emerging Leader Institute (ELI), 2005-2006

REFERENCES UPON REQUEST