



KAYLA WOOD

PUBLIC RELATIONS AND INTERNATIONAL AFFAIRS MAJOR

EDUCATION

Lipscomb University | Nashville, TN August 2017- Present
B.A. in public relations and international affairs 4.00 GPA

International Experiential Learning: Fall 2018

Florence, Italy- participated in a semester study abroad program focused on humanities

- Grew in my understanding of the Italian language and culture
- Developed strong problem-solving and cross-cultural communication skills as I communicated across language barriers and traveled to 11 countries in Europe

INTERNSHIP EXPERIENCE

Intern Aug 2020 - Present

REED Public Relations | Nashville, TN

- Collaborate with colleagues to brainstorm ideas for clients and provide deliverables.
- Write press releases, develop media lists, compile wrap reports, create social media calendars, design graphics and media monitor for clients.

Public Relations / Marketing Intern July - Aug 2019

Healing Hands International | Nashville, TN

- Engaged with the marketing team to discuss HHI's re-branding efforts and marketing strategies
- Wrote blog posts, edited the company website, interpreted social media analytics, participated in graphic design work and created databases for contacts, inventory and website content

Research Associate May - Aug 2018

TN-China Network | Knoxville, TN

- Worked on individual research assignments, assisted in email campaigns, wrote blog posts, edited the company website and engaged in graphic design work

RECENT WORK EXPERIENCE

Customer Service Representative March 2019 - Present

Lipscomb Racquet Club | Nashville, TN

- Interact with clients to ensure they are having a positive experience
- Handle scheduling and court rentals, answer phones, open and close the facilities and handle transactions

Server / Event Staff Team Member June - August 2020

RT Lodge | Maryville, TN

- Worked as a part of the restaurant and event staff to ensure that all wedding guests and restaurant attendees had a positive experience during their time at the lodge.

Tennessee High School Press Association (THSPA) Assistant Aug 2019 - May 2020

Lipscomb University | Nashville, TN

- Serve as an assistant to the THSPA through Lipscomb University
- Assist in THSPA event planning and data entry

EXTRACURRICULAR

Public Relations Student Society of America (PRSSA) President Jan 2020 - Present

- Collaborate with fellow officers to coordinate club events, projects and activities
- Assist in running *Herd House*, the organization's in-house PR firm, and worked to develop a strategic social media plan for the Nashville Airport (BNA)
- Coordinate events, manage PRSSA's social media networks and develop club graphics and marketing materials

CONTACT

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RELEVANT EXPERIENCES

- Guatemala Mission Trip (2017)
- Undergraduate Research (2020)
- Experience working with the following programs:

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere
- Microsoft Word
- Microsoft PowerPoint
- CisionPoint
- Canva
- Wordpress
- MailChimp
- Constant Contact
- DonorPerfect

- Italian Club Secretary
- Lipscomb Soccer Club (LSC)

AWARDS & HONORS

- High School Valedictorian (2017)
- Provost's List (2017-2020)