

# Carly R. Smith

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## OBJECTIVE

To obtain a position where I can utilize new and social media, public relations and mass communication techniques.

## SKILLS

HTML, CSS, Dreamweaver, Photoshop, extensive social media and mass communication knowledge, news writing, blogging and writing for public relations

## EDUCATION

**Texas State University-San Marcos**                      **Graduation:** December 2010  
**School of Journalism and Mass Communication**  
**Masters of Arts in Mass Communication**  
Concentration: New Media  
Overall GPA: 4.0

**Texas State University-San Marcos**                      **Graduation:** December 2008  
**School of Journalism and Mass Communication**  
**Bachelors of Arts in Mass Communication**  
Major: Public Relations  
Minor: Business Administration  
Overall GPA: 3.72  
Educational Achievements:

- Dean's List: Fall 2006, Fall 2007, Spring 2008, Fall 2008

## EXPERIENCE

**School of Journalism & Mass Communication, San Marcos, Texas (08/2009-present)**

**Texas State University-San Marcos**  
***Graduate Instructional Assistant***

- Mass Communication Week Coordinator
- Southwestern Mass Communication Journal Editorial Assistant
- Introduction to Public Relations and Mass Media & Society graduate assistant

**Blue Clover, San Antonio, Texas (01/2010-05/2010)**  
***Social Media Consultant***

- Developed a social media campaign in order to present Chuck Nash as a lifestyle choice

- Utilized social media tools to promote Chuck Nash Auto Group

**Vice President for Information Technology, San Marcos, Texas (01/2009-07/2009)**

**Texas State University-San Marcos**

***Graduate Research Assistant***

- Acted as the communication liaison between the vice president's office and the IT division
- Designed a SharePoint site to boost camaraderie in the division
- Assisted in the advertising and marketing of various IT events

**The Vestige Group, Austin, Texas (05/2008-09/2008)**

***Public Relations Intern***

- Utilized new media techniques such as Twitter and Facebook
- Updated social event sites such as Austin 360
- Drafted press releases and sponsorship forms

## **ACTIVITIES**

- South By Texas State, Spring 2010
- Public Relations Student Society of America, Fall 2006-Spring 2008
- American Red Cross Club of Texas State, Event Chair, 2008
- Relay For Life