

# AYSHA E. JONES

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## EDUCATION

### **LOUISIANA STATE UNIVERSITY** - Baton Rouge, LA

**August 2012 - May 2015**

Manship School of Mass Communication  
Bachelor of Arts mass communication concentration in public relations  
Minor: business administration  
GPA: 3.68

## EXPERIENCE

### **MARKETING ASSISTANT**, Alliance Safety Council - Baton Rouge, LA

**December 2015 - Present**

- Organize and manage project schedule for Marketing Department
- Coordinate marketing efforts at trade shows for national brands
- Create content for messaging systems
- Organize campaigns in Salesforce

### **EVENT ASSISTANT**, The Royal Palm - New Orleans, LA

**May 2014 - December 2015**

- Handled client inquiries, billing questions and payments
- Aided clients with event planning and execution for over 350 events
- Conducted venue tours for clients
- Represented the venue at bridal shows and other promotional events

### **FIELD OPERATIONS INTERN**, St. Jude Children's Research Hospital - Baton Rouge, LA

**February 2015 - May 2015**

- Contacted potential sponsors for fundraising events like Miracles on the Red Gala and St. Jude Dream Home
- Contacted donors for the St. Jude Dream Home campaign for Louisiana and southern Mississippi
- Served as a liaison for the LSU community for St. Jude Up 'til Dawn

### **PUBLIC RELATIONS CONSULTANT**, Special Olympics Louisiana Capital Area - Baton Rouge, LA

**January 2015 - May 2015**

- Worked with a team of six to create and execute a public relations campaign to increase awareness of the Capital Area chapter
- Created press releases, media advisories, feature stories and fact sheets
- Liaised with the media to gain coverage of events and activities
- Assisted in creating and executing the awareness event Camp CASOL

### **FIRM MEMBER**, ImPRint Communications, Promotions Department - Baton Rouge, LA

**September 2014 - May 2015**

- Created informational and promotional material for the firm
- Collaborated on promotional strategies for client events
- Collaborated on different ways to create brand awareness for ImPRint Communications and other clients

### **PUBLIC RELATIONS WRITER**, Alzheimer's Services - Baton Rouge, LA

**September 2014 - December 2014**

- Worked on a team of two to produce written public relations deliverables
- Created news releases, media advisories, feature stories, tweets, backgrounders and fact sheets to highlight programs and events

## SKILLS

- Project management
- Event planning
- Public relations writing
- AP Style
- Adobe InDesign
- Cold calling and telecommunication
- Social media management and analysis
- Salesforce
- Hootsuite
- Hubspot