

ANDI ENNS

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ANDIENNS.COM



SCAN WITH PHONE TO
VISIT ANDIENNS.COM

PROFILE

College senior in PR & journalism with six years of part-time (20+ hours per week) professional experience in public relations, marketing and journalism. Currently nationally award-winning editor-in-chief of student newspaper, intern at Midland Radio and AAF-KC scholarship recipient.

EDUCATION

Bachelor of Arts: Public Relations & Multimedia Journalism

Park University – Parkville, Missouri

Anticipated Graduation: May 2013 Cumulative GPA: 3.95

STUDY-ABROAD – The Republic of Uganda – Peace Journalism Project Summer 2010

Studied abroad on scholarship to Uganda (funded in part by U.S. State Department), producing broadcast journalism pieces and teaching applied communication ethics to local professional radio reporters during seminars to prevent media-incited violence.

STUDY-ABROAD – Hashemite Kingdom of Jordan – Public Health Project Winter 2011-12

Studied abroad on America's Unofficial Ambassador's Mosaic Diversity Scholarship and United Planet Day grant to the Middle Eastern country Jordan. Interned with MENA Friends of the Global Fund regional headquarters, a public health nonprofit. Produced video and print journalism.

EXPERIENCE

MIDLAND RADIO CORPORATION - Marketing Intern Nov. 2012-present

Conduct all media relations for consumer electronics division, resulting in positive coverage on national television. Create and manage athletic sponsorship program. Manage affiliate digital advertising campaign. Create strategic social media plan for trade show marketing. Manage product review program and review media applications.

UNIVERSITY OF KANSAS MEDICAL CENTER - Public Relations Intern Jan. 2012-Nov. 2012

Produce news-style video promotions, write feature articles, and photograph events for the School of Health Professions and the School of Nursing. Design brochures, newsletters, and other recruitment materials for schools. Write recruitment copy for admissions.

Marketing Lead of the Team KU Cancer committee for Tour De BBQ, an annual nonprofit bike ride benefiting KUMC and Children's Mercy Hospital oncology programs.

THE STYLUS NEWSPAPER - Editor-in-Chief Aug. 2009-present

Manage team of student journalists, photographers, account managers, layout designers and distribution team to produce award-winning biweekly publication. Write news, feature, entertainment, sports, and editorial pieces for each issue. Photograph events and feature portraits. Edit all work submitted for content, grammar, and AP style. Design newspaper. Work with advertisement firm to place national ads. Manage local advertising accounts. Represent the newspaper at community and industry events.

MENA FRIENDS OF THE GLOBAL FUND - Program Intern Dec. 2011-Jan. 2012
Internship abroad in Amman, Jordan. Created sponsorship kit and e-book to solicit corporate donations for annual international event. Edited promotional materials, press releases, and donor relations materials. Contributed in brainstorming sessions for volunteer recruitment. Assisted in creation of social media public relations guidelines.

GREAT MALL OF THE GREAT PLAINS - Marketing Assistant Aug. 2011-Jan. 2012
Communicate with mall tenants regarding marketing and promotions. Design promotional posters and fliers for new stores. Write news releases and handle media relations process. Manage social media presence. Assist with event planning. Keep mall premises up to date with latest promotional materials.

BITTERMAN FAMILY CONFECTIONS - Marketing & Product Dev. Intern Dec. 2010-Aug. 2011
Graphic design of product packaging for custom orders and general catalog selections, printed on candy packages all over the USA. Designed and wrote targeted email blasts to 3,000+ unique contacts monthly. Created 36-page catalog of every day offerings featuring hundreds of products. Design and write copy for fliers targeting niche markets.

ANDIENNS.COM - Entrepreneur March 2007 – March 2010
Built and managed own consultancy while maintaining 3.9 GPA for 15+ credit hours every semester. Created and implemented marketing and public relations campaigns for a variety of clients nationwide. Services included writing copy (press releases, email newsletters, etc.), social media, event planning, media relations, graphic design, and more.

PLAZA WELLSPRING SPA - Communications Assistant Aug. 2007 – Aug. 2008
Created and implemented marketing campaign, media relations, event planning, secretary, managed office schedule, customer service, daily bookkeeping. Studio practitioners saw up to 400% increase in revenue attributed to the campaigns.

CAMPUS INVOLVEMENT, 2012-13

- THE STYLUS NEWSPAPER
Editor of award-winning student newspaper
- PUBLIC RELATIONS HIRING COMMITTEE
Student Representative

PORTFOLIO

<http://www.AndiEnns.com>

PEER REVIEW

In a recent anonymous peer review, classmates used these words to describe me: Determined. Intelligent. Strong. Entertaining.

HONORS & AWARDS

- **Park University Presidential Scholar** (3.9+ cumulative GPA) & **Dean's List** (3.6+ GPA) – all semesters
- **Departmental Honors in Multimedia Journalism**
- **Public Relations Professor Hiring Committee 2012-13** – student representative
- **American Advertising Federation of Kansas City Scholarship 2012-13**
- **Associated Collegiate Press Best of the Midwest 2012** – 2nd place sports writing, 4th place news writing
- **Missouri College Media Awards 2012** – 1st place section design, 2nd place advertising
- **Missouri College Media Awards 2011** – 1st & 3rd place in feature writing; 2nd place in feature design
- **The Pica Pole Award** – for outstanding journalism.
- **United Planet Travel Journalism Contest 2011** – 1st Place
- **Writer's Digest Magazine's Young Writer Award**
- **Alpha Chi Honor Society** – recognizing the academic achievement, service, and character of top 1 percent of juniors and seniors.
- **Sigma Alpha Pi Leadership Society** - recognized for significant academic achievement, successfully completed self-improvement and leadership challenges attempted by only 10 percent of eligible students.