

# MCCLELLAND SCHILLING

## PUBLIC RELATIONS

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### EDUCATION

#### **University of Alabama, Tuscaloosa, Ala.**

May 2019 | 3.8 GPA

Bachelor of Arts in  
Communication and Information  
Sciences

Major: Public Relations

Minors: World Business and  
Communication Studies

### HONORS & AWARDS

- Magna Cum Laude
- President's List for Academic Excellence | Spring 2017, Spring 2018, Fall 2018, Spring 2019
- Dean's List for Academic Excellence | Fall 2015, Fall 2016, Fall 2017

### RELEVANT COURSE WORK

- Mass Communications Law
- Investigations and Insights
- Basic Principles of Design
- Strategic Thinking (PR)
- Intercultural Business Communication

### MEMBERSHIP

- Alpha Chi Omega, Alpha Upsilon | 2015 - 2019
- Student Executive Council | College of Communication and Information Sciences

### SKILLS

- Adobe Indesign ● ● ● ● ○
- Adobe Illustrator ● ● ● ○ ○
- Microsoft Office ● ● ● ● ○
- Qualtrics ● ● ● ○ ○
- Wordpress ● ● ● ○ ○

### EXPERIENCE

#### **PR & Marketing Support | June 2019 - Present**

Cristofoli Keeling Inc. | Cincinnati, Ohio

#### **Intern | May 2018 - Aug. 2018**

Intermark Group | Birmingham, Ala.

- Collaborated with other interns to create a full advertising campaign for Milo's Sweet Tea and personally lead social media recommendations for the campaign.

#### **Leasing Agent | Aug. 2016 - May 2019**

College Station Properties | Tuscaloosa, Ala.

#### **APR 433 Campaigns | Spring 2019**

Everkin | Tuscaloosa, Ala.

- Researched and developed an awareness campaign that showcased Everkin as a tech accessory brand where protection and style meet.
- Group chosen by Everkin's CEO, Charlotte Hennington, as the winner of the campaign competition.

#### **Writer/Editor | Aug. 2018 - Dec. 2018**

Platform Online Magazine | Tuscaloosa, Ala.

- Contributed three blog posts and three articles to the online magazine. My blog post "A PR Pros' Guide to Surviving Holiday Small Talk" was picked up by the online publication Culprit.

### INVOLVEMENT

#### **President | May 2017 - May 2019**

Public Relations Council of Alabama | Tuscaloosa, Ala.

- As president, I have focused my efforts on rebranding the organization and increasing membership value.
- Spearheading the Student Community Engagement Center initiative; a space that encourages collaboration among various student organizations and partnerships with local nonprofits.

#### **Vice President of Programs | May 2016 - May 2017**

Public Relations Council of Alabama | Tuscaloosa, Ala.

- Implemented PRCA's first mentorship program. The program paired students with local PRCA professionals.
- Coordinated all general member meetings and invited PR professionals to speak to members.