**Georgia Zalk** [georgiazalk@gmail.com](mailto:georgiazalk@gmail.com) — 612-963-5703

**Education**

Elon University, Elon NC

*Double Majors in Strategic Communications, Communication Design,* Degree expected May, 2021

GPA: 3.5, President’s List 2019

Semester Abroad - Florence, Italy Fall 2019

**Professional Experience:**

**Bruno PR and Social** January 2021- Present

Intern – Social Media

* Participating in strategic social media strategy development and monthly concept planning across social media channels for clients
* Assisting with writing social media copy and content creation
* Analyzing key performance indicators in monthly metrics to create reports
* Building following and engaging with client social media communities

**Prospectr Marketing** Summer 2020

Intern - Marketing

* Initiated organization of multiple new client accounts daily in fast paced marketing firm setting
* Facilitated Internet marketing campaigns for multiple clients weekly
* Assessed operations team and software systems for errors
* Learned all aspects of RevEngine™ and programming

**Sarah Bridges Consulting** Summer 2019

Intern - Social MediaMinneapolis, Minnesota

* Created social media presence and grew Instagram and Facebook accounts for professional consultancy firm
* Filmed and edited informational videos featuring coaching content to post on social media as well as leverage in other channels
* Created weekly newsletter and mailing list subscription, grew from zero contacts to over 500
* Managed LinkedIn, Facebook, Instagram, Sprout Social, and Hootsuite accounts as well as company website
* Utilized a variety of platforms: Sprout Social, Crowdfire, Hootsuite, MailChimp, VLC, Buffer, Premier Pro, and Word Press

**Style Architects** Summer 2019

Intern - Social MediaMinneapolis, Minnesota

* Scouted for creative, brand appropriate and compelling Instagram material
* Captured, edited, and created captions for pictures
* Utilized Later scheduling tool to post and schedule future posts on Instagram

**Athletic Office at Elon University** September 2018 – May 2019

Front Desk ReceptionistElon, North Carolina

* Answer and transfer calls from inquiring families and students to correct offices
* Check visitors in and direct or escort them to specific destinations
* Greet people as they arrive and connect them with the appropriate parties
* Respond to questions and inquiries about the athletic program and offices

**Effect Partners** Winters 2017– 2019

Intern: Minneapolis, Minnesota

* Researched social media influencers to help build databases for campaigns
* Compiled data into spreadsheets using Excel
* Managed multiple tasks and requests from senior individuals
* Completed a variety projects for heads of departments as directed
* Attended meetings regarding the company initiatives

Volunteer:

* Earth Day on the Mall, Washington D.C., Air & Style Festival Los Angeles, CA, Black Eyed Peas recycling program, among others.
* Assisted with preparation of sponsorship material before festivals
* Distributed merchandise and set up tables
* Set up promotional advertisements and initiatives before festivals
* Assisted at multiple large scale events

**Volunteer, Leadership**

**Blakey Hall Retirement Community,** *Volunteer - Assisting in activities*Present

**Boys and Girls Club,**  *Volunteer - providing study preparation and homework help*Present

**Webmaster,** *Sigma Kappa Sorority - Improving chapter website*Present

**Village Volunteers,** *Tutor for challenged readers* Spring 2018

**Skills**

**Computer: Business:**

Social media management Excellent interpersonal and communication skills

Proficient in MicroSoft Office, Excel Front line customer service

Graphics and presentation skills Deadline management and multitasking

Website management Dependable and extremely well organized