

ERIN MAYK

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EDUCATION

Syracuse University

BS Public Relations - S.I. Newhouse School of Public Communications

Minor: Sport Management

May 2024 Graduate

Honors: *summa cum laude*

EXPERIENCE

Public Relations Intern

June - Aug. 2023

WNBA

- Wrote press releases and media advisories; planned strategic targets for their release
- Promoted storylines to media outlets; coordinated on-air broadcasts with national and local news
- Escorted players through media interview circuits at NBA Draft and WNBA All-Star Weekend

VP of Communications

Aug. 2022 - May 2024

W.P. Ehling Chapter, PRSSA

- Oversaw Communications Committee and delegated work bi-weekly to each member
- Created and posted content for Instagram, Twitter and Facebook; managed Syracuse PRSSA blog

Communications Intern

May - Aug. 2022

Leveling the Playing Field, Inc.

- Produced and distributed content for social media accounts: Instagram, YouTube, TikTok, LinkedIn, Facebook, X (Twitter)
- Generated annual social media analytics report and updated monthly e-Newsletters

Athletic Communications Intern

Sept. - Dec. 2022

Syracuse University Athletics

- Made content using Adobe InDesign to promote the Syracuse University Athletic teams, including digital and social media
- Assisted the Executive Senior Associate Athletic Director, Communications with ice hockey and women's rowing needs

Member

Aug. 2020 - May 2021

EDGE Program

- Gained real-life experience of the PR industry by working on brand image and promotional content
- Made press releases, fact sheets, and graphics for a client at Syracuse University

RELEVANT COURSEWORK

- Public Relations Research
- Content Optimization
- Graphic Design
- Sport Sponsorship and Promotion
- Sport Communications

SKILLS

- AP Style
- Adobe Photoshop, InDesign, Illustrator, Premiere, XD
- Instagram, X (Twitter), TikTok, Facebook, Threads, Canva
- Microsoft Excel, Word, PowerPoint

ACTIVITIES

Women in Sports and Events Club

Gamma Phi Beta International Sorority

OttoTHON Leadership Program

CERTIFICATIONS

Athlete Marketing Essentials: NIL Certification

Front Office Sports

Beginner's and Advanced Analytics

Google Analytics

PESO Media

SpinSucks