

Annika B. Cambigue

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International PR student with 5+ years of professional writing and editing experience. Web-savvy with passions for social media marketing, clear, concise writing, and the power of narratives to build relationships.

EDUCATION

CARDIFF UNIVERSITY, Cardiff, U.K.

Expected: September 2025

MA, International Public Relations and Global Communication Management

UNION COLLEGE, Lincoln, Neb.

May 2024

BA, English, emphasis writing and speaking,

GPA: 4.0

and communication, emphasis public relations

PROFESSIONAL EXPERIENCE

INTEGRATED MARKETING COMMUNICATION WRITER

August 2021–May 2024

Union College, Lincoln, Neb.

- Wrote feature-length articles, short posts, and captions for digital and print distribution
- Developed print and digital advertisements
- Assisted in creating social media marketing campaigns on YouTube, Instagram, Snapchat, and Facebook

THE CLOCKTOWER EDITOR-IN-CHIEF

June 2022–May 2024

Union College, Lincoln, Neb.

- Hired and manage over 20 employees
- Oversaw publishing of 20 issues per school year
- Guided direction of print and digital content
- Proofread, line-edited, and copy-edited articles
- Made final layout edits in Adobe InDesign

BRAND COMMUNICATION INTERN

May 2023–July 2023

The Home Depot, Atlanta, Ga.

- Collaborated to create and present a comprehensive disaster preparedness and response communication plan
- Coordinated over 25 reactive media requests for ongoing campaigns
- Worked with agency partners to secure placements in national, local, and bilingual media outlets
- Prepared company spokespeople for media appearances

TALENT STRATEGY INTERN

June 2022–August 2022

Kettering Health, Dayton, Ohio

- Planned, advertised, and led an internal career fair, resulting in over 30 employees expressing interest in hard-to-fill positions
- Extended internship to plan a second fair following the success of the first.
- Developed posters, flyers, and written copy for internal and external distribution
- Represented Kettering Health at external community career fairs

AWARDS, PUBLICATIONS, AND SKILLS

- 2020–2021 and 2021–2022 Union College Board of Trustees Creative Writing Award recipient
- Omicron Delta Kappa honor society member
- Magazine publications include Outlook, Guide, Message
- Proficient with Microsoft 365, Adobe InDesign, Adobe Photoshop, Canva, and Raiser's Edge.
- Experience in social media management, web management, and archival research