

VIVIAN CAO

OBJECTIVE

To obtain a career working with business and public relations professionals where my experience and knowledge gained as a Social Media Assistant, Public Relations Director Intern, and full-time Public Relations and Psychology student will be put to valuable use in the organization.

SKILLS

- Success managing social media platforms (Facebook, Google+, Instagram, Twitter, LinkedIn, & Pinterest).
- Experience with press releases and media relations.
- Strong customer service skills.
- Strong attention to detail.
- Hootsuite certified.

EXPERIENCE

2018 - **Vult Lab**

Present *Social Media Assistant*

- Maintained clients social media presence and created branded communications for social media campaigns.
- Managed all social media platforms to keep brand messages consistent.
- Increased audience reach by .6% on Facebook and 3.2% on LinkedIn for our client, Roman's Acupuncture.
- Assisted in promoting HomeCon event and increased social media traffic to a 9 million audience reach.

Mason Dixon Historical Park

2018 *Public Relations Director Intern*

- Monitored social media and online sources to improve event turnout by paying close attention to industry trends.
- Maximized strategic approaches by managing performance and making appropriate adjustments.
- Encouraged audience engagement and assisted in campaign launches.
- Used media relations to boost events and park outreach.
- Increased Easter Egg Hunt event turnout by 200 people from 2017 to 2018.

WVU Communications Studies

2017 - *Front Desk*

- #### **2018**
- Greeted guests at front desk, engaged in pleasant conversations, and assisted guests by providing useful information.
 - Managed student files and office supplies.

Mon County Health Fair

2014 *Event Intern*

- Assisted in content development for annual Baby Crawl event.
- Wrote article and press release detailing newsworthy information with supporting event images.

EDUCATION & CERTIFICATIONS

2018 • West Virginia University; Graduated with a Bachelor's Degree in Strategic Communications with a concentration in Public Relations & a Minor in Psychology.
2017 • Hootsuite certified.