

KRISTIN L. CECCHETTINI

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Education

University of North Carolina at Chapel Hill

BA Journalism and Mass Communication, Public Relations sequence; May 2004

Related Experience

Campus Representative, *Sports Illustrated* (2004)

- Cooperate with *Sports Illustrated On Campus* and its advertisers to execute sampling efforts, product placement, on-campus promotions and marketing activities.
- Developed on-going research project to gauge the awareness and presence of the magazine on campus; presented findings to SI research executives.

Stringer, *Seventeen Magazine* (2004)

Special Event Intern, University of North Carolina Office of Development (2003)

- Coordinated over 20 events and programs for the University, high-level donors, alumni and distinguished guests. Served as a representative of the University at all events.
- Contacted vendors/venues to organize events and place orders.
- Maintained the online University Events Calendar and guest list database of over 3000 guests.

Public Relations Intern, Chapel Hill-Carrboro Chamber of Commerce (2002-2003)

- Planned special events and promotions for over 900 chamber members.
- Wrote and edited press releases and copy for the chamber's online newsletter, *Business Today*.
- Maintained a membership database of over 900 chamber members.
- Edited and distributed membership mailings. Handled responsibilities of the Membership Director over a three week-period.

Press Office Intern, NC Office of the Governor (2002)

- Wrote, edited and distributed press releases to press outlets across the state.
- Compiled news clips distributed to the staffs of the governor and General Assembly.
- Coordinated general media relations activities for the press office.
- Edited speeches addressed by the governor. Created a NC map marking all the governor's personal appearances across the state as a reference for the office staff.

Vice President Public Relations, Kappa Delta Sorority (2001-2003)

- Elected to coordinate all public relations for the chapter. Wrote and edited press releases, media advisories, public service announcements and proclamations.
- Editor of chapter newsletter, circulated to over 2000 sisters, parents and alumni.
- Submitted stories and photos published in the *Angelos* (Kappa Delta national magazine).
- Submitted biannual public relations reports to National Kappa Delta.

Event Coordinator, Kappa Delta Sorority (present)

- Coordinate all major social events and catering for over 150 chapter members and guests.
- Create contracts and communicate with vendors, venues and security officers.

Staff Management Team, *Blue & White Magazine* (UNC, 2001)

- Served as Press Party Coordinator, planned and hosted press parties for the staff after each issue's release date. Appointed as Chairman of the Goals Committee.

Additional Activities

Public Relations Student Society of America (2002-2003)
Order of Omega

Skills

Microsoft Office, Microsoft Publisher, *Dreamweaver*, *Adobe Photoshop*, Internet database research.

