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@marissabachrach

## Skills

- Writing
- Public Speaking
- Editing
- Blogging
- Microsoft Word
- Instagram
- Facebook
- Twitter
- Press Releases
- Copywriting
- Advertorials
- Op Eds
- Emulation Writing
- PSAs

## Relevant Coursework

- PR Planning and Research
- Public Relations Writing
- Brand Management and Advertising
- Social Media Movements
- Visual Communication
- News Reporting, Writing and Editing
- Introduction to Media

## Education:

### **Indiana University, Media School**

August 2020

Bachelors of Arts in Journalism

Specialization in public relations and strategic communications

### **CIEE Open Campus Berlin**

January 2019-

Study Abroad Program

May 2019

Communications, Journalism and New Media Track

## Experience:

### **Red Roll - Journalist**

Remote | December 2019 - Present

- Research current trends and topics within the music industry.
- Write one article per week, being news or editorial, about any topic in the music industry.

### **rock paper scissors, inc. - Music and Technology Publicity Intern**

Bloomington, IN | August 2019 - May 2020

- Researched press for artists and start-ups we represented and added press coverage to database of clients for agency website.
- Researched media outlets to pitch start-ups to for press.
- Contacted radio DJs/journalists to book live performances/write stories for the artists that we represent.
- Sent out demos of artists for journalists to review and for to DJs to play.

### **JCC Chicago - Communications Intern**

Northbrook, IL | June 2019 - August 2019

- Created digital media content for several different JCC Chicago Instagram and Facebook accounts including iMovie videos, photo collages, Instagram posts, live Instagram stories from JCC Chicago events and sponsored Instagram content.
- Wrote and edited copy for JCC Chicago deliverables.
- Contributed to, revised and followed the agency's social media calendar.
- Assisted with Excel spreadsheets of upcoming events for press distribution.

### **The Tab IU - Student Reporter**

Bloomington, IN | January 2018 - May 2018

- Collaborated with a team of students to create content for the Instagram.
- Talked to IU students about what they wanted from this account and used their feedback to create better content.

## Extracurricular Activities:

### **Sigma Delta Tau - General Member**

Bloomington, IN | 2017 - 2020

- Raised money every semester for Prevent Child Abuse America.
- Served on the Philanthropy Committee Fall Semester 2017.