




Marissa Bachrach




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Skills

- * Writing * Editing
- * Public Speaking
- * Copy Writing * Press Releases
- * Blogging * Wordpress
- * Twitter * Facebook
- * Instagram * Snapchat
- * Tiktok * Excel * Canva
- * Photoshop * In Design
- * Premier Pro * iMovie
- * Hootsuite

Relevant Coursework

- * PR Campaigns
- * PR Planning and Research
- * PR Writing
- * Social Media Movements
- * Brand Management and Advertising
- * Visual Communications

Education

Indiana University- Bloomington

July 2020

Bachelors of Arts in Journalism, The Media School

- Specialization in Public Relations and Strategic Communications

CIEE Open Campus Berlin

Spring 2019

Study Abroad Program

- Communications, Journalism and New Media Track

Experience

Red Roll

December 2019 - Present

Journalist (Remote)

- 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.

August 2019 - May 2020

Music and Technology Publicity Intern, Bloomington, IN

- Researched press for artists and start-ups we represent 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

June 2019 - August 2019

Communications Intern, Northbrook, IL

- 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

January 2018 - May 2018

Student Reporter, Bloomington, IN

- 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

Activities

Sigma Delta Tau

2017-2020

General Member, Bloomington, IN

- Raised money every semester for Prevent Child Abuse America

- Served on the Philanthropy Committee Fall Semester 2017