

# ALLY HUIZER

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## EDUCATION

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University of Georgia Athens, GA  
Bachelor of Arts in Public Relations May 2023  
Minor: General Business Certificate: New Media GPA: 4.0  
Presidential Award of Excellence Recipient, Zell Miller Scholarship Recipient, Cousin's Scholar

## RELEVANT EXPERIENCE

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Southwest Airlines Remote  
Public Relations Intern January 2023 – April 2023

- Sourced and drafted multiple social media posts, including sharing [Customer stories](#), highlighting [new airport openings](#), and [national sweepstakes](#) earning a total of over 3.9M impressions
- Developed a variety of content, including media alerts and blogs designed for both internal and external audiences
- Created recap decks highlighting PR program and activation wins
- Led effort to refresh key public relations contacts for Southwest Airlines' 120+ destinations

Inspire Brands Atlanta, GA  
Public Relations Intern June 2022 – August 2022

- Developed and executed media relations programs, including press releases, media alerts, key messaging and media pitches, for major global restaurant brands
- Brainstormed and researched new PR activation concepts to generate consumer buzz and grow brand awareness; pitched new ideas to key brand stakeholders
- Supported numerous PR programs for Inspire's international business, developing materials and concepts that bridged multiple brands, cultures and languages
- Built cross-functional relationships to enable seamless work as well as deepen personal knowledge of the business and industry

Talking Dog Agency Athens, GA  
Account Executive September 2021 – May 2022

- Served as the communication liaison between the client and a team of 7 people
- Organized weekly meetings with the client in order to streamline client satisfaction
- Oversaw the overall success of the project through team and client check-ins while keeping morale high

## ADDITIONAL EXPERIENCE

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UGA Office of Government Relations Athens, GA  
Student Worker October 2020 – December 2022

- Assisted the staff with meeting project-based objectives related to advocating for UGA priorities
- Fostered relationships with local, state, and federal elected officials through congratulatory messaging
- Executed duties including office administrative tasks and assistance with event-planning
- Conducted research on special topics related to developing public relations strategies

Big Peach Running Company Suwanee, GA  
Guest Advocate October 2016 – January 2022

- Advocated for and informed guests on the best running gear solutions for their needs
- Organized group events and facilitated bi-weekly group runs for 80+ local runners
- Researched and participated in new product tech sessions
- Created promotional graphics for local store and outreach events

## SKILLS

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Technical: Canva, Cision, Excel, Microsoft Office Suite, WordPress