



MEREDITH JOHNSON

PUBLIC RELATIONS MAJOR
GERMAN MAJOR
EMPHASIS IN MARKETING

CONTACT

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EDUCATION

Auburn University
B.A. degree in Public Relations
B.A. degree in German
Magna Cum Laude

EXPERIENCE

MARKETING INTERNSHIP - YMCA- ROME, ITALY 2015

- Built marketing plan in order to establish outreach and increase company's bottom line
- Provided guidance regarding brand identity, organizational structure, financial structure, and interacting with the audience
- Performed business audit to ensure future growth and success
- Conducted research to identify and define target audience

CONGRESS BOUNDESTAG YOUTH EXCHANGE 2011

- Selected as CBYX scholarship recipient to participate in cultural immersion program
- Lived with a host family in Murnau, Germany from 2011-2012
- Studied at Staffelsee Gymnasium

INVOLVEMENT

PR CHAIR FOR SOCIAL SORORITY 2014

- Wrote biannual report for the national magazine

PHILANTHROPY CHAIR FOR SOCIAL SORORITY 2013

- Organized fall and spring philanthropy events
- Raised over \$20,000 for the Ronald McDonald House over two semesters
- Responsible for event promotion, sponsorship sales and chapter involvement

TIGERETTE 2013-2015

- Official hostess for the Auburn University football recruiting department
- Built relationships with prospects and families
- Responsible for administrative work in the recruiting office

SKILLS

- Fluent in German
- Adobe Photoshop
- Adobe InDesign
- HTML Code
- Website Design
- Microsoft Office
- Experienced Blogger
- Social Media