

Ansley McLendon

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EDUCATION

University of Georgia

Grady College of Journalism and Mass Communication – Bachelor of Arts

Atlanta, GA

May 2023

Major: Public Relations **Minor:** Political Science **Certificate:** Public Affairs **Overall GPA:** 3.66/4.00

RELEVANT EXPERIENCE

Cox Enterprises

Atlanta, GA

Internal Communications Specialist – Contractor

September 2022 – Present

- Research, design and develop strategy, key messages and tactics for a variety of internal communications initiatives to enhance the experience of over 45,000 employees
- Communicate with partners and other business functions to define measurable campaign success, gather metrics and offer strategic improvements
- Write and schedule social media content that brings awareness to CSR partnerships for Instagram, Twitter, Facebook and LinkedIn
- Create and help execute 2023 Cultural Heritage Month communications plan, a key component in Cox's ID&E strategy

Internal Communications Intern

May 2022 – August 2022

- Developed key messages, strategy and tactics for multiple communication plans over a wide range of internal needs including DEI, CSR and business continuity initiatives
- Created media lists and pitched stories to reporters across the Cox footprint to increase brand awareness
- Utilized PowerPoint and storytelling methods to excite partners about new developments and project updates
- Ensured timely deliverables for multiple projects by prioritizing and being proactive

Public Relations Student Society of America (PRSSA)

Athens, GA

Director of Internal Communications

August 2020 – May 2021 | May 2022 – May 2023

- Worked with the executive board and PRSA advisors to ensure the timely completion of all PRSSA deliverables
- Lead nine members on the DEI committee to increase multicultural representation within PRSSA and educate over 250 members about DEI-related opportunities through newsletters, events and social media content
- Spearheaded organizational change through a transition from GroupMe to Slack for more efficient communication

Public Relations Committee Head

May 2021 – May 2022

- Served as one of the nine committee leaders by being nominated for my leadership skills, creativity and passion
- Lead a team of eight PRSSA members to boost the public image of PRSSA on UGA's campus
- Recommended and integrated a new system to delegate committee tasks to improve efficiency and communication

SafeHomes of Augusta

Augusta, GA

Public Relations Intern

July 2020 – September 2020

- Coordinated a digital campaign for Domestic Violence Awareness Month entitled #MoreThanAVictim to promote awareness and education of domestic violence
- Developed content that reached upward to 184,000 viewers on Facebook and increased the average amount of likes per post by 300% on Instagram

ACCOMPLISHMENTS

The Magic Kingdom's Quarterly Cast Member Award, *Walt Disney World*®

September 2019

SKILLS

Hard: AP Style, Microsoft Office Suite, G Suite Basic, Google Analytics, Canva

Soft: Leadership, Strategic Planning, Organization, Written Communication, Dynamic Presenter