

Lacey Steck

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Objective An internship as a Public Affairs Assistant with the California Almond Board, utilizing and expanding my strong public relations, communication, and organization experience and skills.

Education

California Polytechnic State University, San Luis Obispo (Cal Poly)

Bachelor of Science in **Agricultural Science** – expected June 2026 Class Standing: Junior GPA: 3.45

Minor: **Agricultural Communication**

Relevant Coursework: Public Relations, Public Relations Writing and Editing, Media Writing, Agricultural Global Marketing, Pomology, Agricultural Policy

Public Relations Experience

Public Relations Assistant – Big Brothers/Big Sisters Organization, San Luis Obispo, CA 9/24-Present

- Write media press releases and articles, and developing a brochure for prospective volunteers
- Update the organization's website and create monthly feature stories
- Serve as liaison to local media and respond to media inquiries
- Coordinated all aspects of a volunteer appreciation event attended by 150 people

Planning Committee – Cal Poly Week of Welcome 6/24-9/24

- In a team of 5, planned and executed an orientation event to welcome over 2500 students and parents to Cal Poly
- Handled development of printed materials including brochures and event programs
- Communicated effectively with committee members to proactively address issues and meet deadlines

Public Relations Campaign Team – CenCa Restaurant, San Luis Obispo, CA 1/24-6/24

- Implemented a campaign to promote a recently reopened restaurant
- Created and distributed flyers to local community members and visitors
- Developed media materials including media lists, press kit, press release and fact sheet
- Collaborated with a team of eight to create and implement the public relations campaign
- Helped coordinate an opening night tasting party attended by over 300

Outreach Chair – Alpha Zeta Professional Agriculture Sorority, San Luis Obispo, CA 9/23-6/24

- Conducted outreach to industry professionals and developed collaborative partnerships
- Promoted the organization through club and class announcements, signage, and emails

Work Experience

Enterprise Member – Cal Poly Avocado Enterprise, San Luis Obispo 3/23-6/23

- Involved in all aspects of maintaining a 10-acre student-run avocado operation
- Sold avocados to public and educated consumers on product selection, uses, and proper storage

Clerical Assistant – Dewby Dental Group, Fresno, CA Summers 2022 & 2023

- Performed administrative and customer service duties for a busy office with four full-time dentists
- Developed communication and people skills in a professional environment

Involvement and Publications

Agricultural Communicators of Tomorrow member

Public Relations Student Society Association member

Published articles in Cal Poly newspapers Mustang Daily and AgCircle

Orientation Leader, Cal Poly Week of Welcome

Skills

Microsoft Office (Word, Excel, PowerPoint); Adobe (InDesign, Publisher, Photoshop)

Writing press releases, memos and feature articles in AP and PR writing style

Development of collateral materials including brochures, flyers, and promotional items

Professionalism and phone etiquette