

Lacey Steck

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Objective A public affairs internship as a Public Affairs Assistant with the California Almond Board

Education

California Polytechnic State University (Cal Poly), San Luis Obispo
Bachelor of Science in **Agricultural Science** - expected June 2011 Class Standing: Junior
Concentration: **Agricultural Communications** Minor: **Agricultural Business**

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

Public Relations Experience

Public Relations Volunteer - Big Brothers, Big Sisters Organization, San Luis Obispo, CA 9/09-Present

- Write press releases and newspaper articles, and develop 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

6/09-Present

- Help plan an orientation event to welcome over 2500 students and parents to Cal Poly
- Assist with development of printed materials including brochures and event programs
- Communicate effectively with committee members to proactively address issues and meet deadlines

Public Relations Campaign - Novo Restaurant, San Luis Obispo, CA

Fall 2009

- 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

2008-09

- 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

Spring 2008

- 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 2008 & 2009

- 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