

Laura Fogarty

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Education:

California Polytechnic State University, San Luis Obispo, California
Bachelor of Arts: **Journalism**, June 2010
Concentration: **Public Relations**

Communications Experience:

Central Coast PR Spectives: Student Public Relations Firm

Client: **The Green Car Journal- San Luis Obispo**

January 2010- March 2010

- Coordinate and plan a tour in support of the “Green” movement
- Contact various colleges and keep in constant contact to assist in planning the tour
- Attend various Alternative Energy events to network on behalf of The Green Car Journal and to exchange ideas to help strengthen the college tour’s success
- Create press releases and ensure information accuracy
- Follow up with contacts and file necessary forms to guarantee reservation space is acquired

Client: **The SLO Kennel Club- San Luis Obispo**

September 2009- December 2009

- Take out pro-bono advertising space and time as requires promote client's agenda to help publicize the event efficiently
- Brainstorm about improvements that could be made for the current and future events
- Distribute information to interested parties around San Luis Obispo and surrounding counties about the show
- Work with PR team members to guarantee all areas were being covered effectively

The Mustang Daily, Cal Poly, San Luis Obispo

March 2009

Free-lance articles for the “**Best for Cal Poly**” issue: Titles include:

- Best Italian Restaurant- Palazzo Giuseppe
- Best Overall Restaurant- Firestone Grill
- Best Thai Restaurant- Thai Palace

Administrative/Customer Service Experience:

ASI Epicenter, Cal Poly, San Luis Obispo

October 2006- Present

Student Facilities Reservation Assistant

- Prepare or edit organizational publications for internal and external audiences
- Respond to requests for information from the media or designate another appropriate information source
- Establish and maintain cooperative relationships with community, consumer, employee, and public interest groups
- Plan and direct development and communication of informational programs
- Study the objectives, promotional policies and needs of organizations to develop public relations strategies that will influence public opinion or promote ideas, products and services
- Confer with other managers to identify trends and key group interests and concerns or to provide advice on business decisions
- Coach client representatives in effective communication with the public and with employees
- Plan and conduct market and public opinion research to test products or determine potential for product success, communicating results to client or management

Skills:

- **Podcasting:** Final Cut Pro, Garage Band
- **Video editing and production:** Final Cut Pro, iMovie, some Flash
- **Multimedia audio slideshow:** Soundslides, Adobe Photoshop
- **Social networking/marketing:** Twitter, Facebook, blogging, LinkedIn
- **Website design:** Dreamweaver, WordPress, HTML, Content Management Systems, CSS, some XHTML
- **Other:** Microsoft Word, PowerPoint, Excel, Pages, Keynote, Adobe InDesign
- **Completed courses in:** Contemporary Advertising, Public Relations Writing, Public Relations Campaigns