



LYDIA KAY WALLBAUM

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EDUCATION

Bachelor of Science (Advertising)

University of Illinois at Urbana-Champaign

December 2010

Urbana, IL

- Major in Advertising; Minor in Spanish
- Illinois is one of the top 3 Advertising programs in the United States (US News and World Report)
- GPA: 3.71/4.0; Deans list (Spring 2008, Fall 2009, Spring 2010)

PUBLIC RELATIONS EXPERIENCE

Social Media Intern

Zion & Zion Agency

Summer 2010

Phoenix, AZ

- Zion & Zion, rated number one for PR in Phoenix, provides integrated PR, advertising, and marketing for national clients
- Wrote media releases, press releases, and blog posts for the 3rd largest pool builder in the nation
- Learned social media technology such as Cision, Hootsuite and Search Engine Optimization
- Used Hootsuite to craft a social media strategy; carried out Twitter contests and increased the client's followers
- Created targeted media lists

Public Relations Intern

McRae Agency

Summer 2010

Scottsdale, AZ

- McRae Agency is a boutique agency that provides public relations to clients around Phoenix and San Diego
- I was given account executive privileges for jewelry client Lauren Cole Designs, creating a social media strategy for the client
- Cold-called journalists and media contacts to pitch stories about SB1070 initiatives

Communication Intern

Health Alliance Medical Plans

2008-2010

Urbana, IL

- Wrote articles for health magazines reaching 240,000 members
- Directed and produced health videos featured on the company website
- Created content for internal materials and worked with graphic designers to create finished products
- Organized National Senior Health and Fitness Day attended by hundreds of local seniors

LEADERSHIP & ACTIVITIES

Promotions Committee

National Student Advertising Competition

Spring 2010

- Brainstormed guerilla-marketing techniques and special events for State Farm Insurance
- Traveled to Detroit to compete in the National Student Advertising Competition against colleges from across the country

Member of American Advertising Federation

Created a money-saving twitter for my college called UofIDeals, now up to 400 followers

SKILLS

- Conversational in Spanish
- Proficient in Microsoft Publisher, Cision, Photoshop, and Twitter tools