

# Mary Louise Long

## Public Relations | Branding | Storyteller | Creative

Phoenix, AZ | (480)296-8808 | mllong4@asu.edu | [linkedin.com/in/marylouiselong](https://www.linkedin.com/in/marylouiselong)

### Profile

---

Highly animated and organized multimedia journalist with focused education and training in social media management, AP Style and basic media relations. Recognized leader within Barrett, the Honors College and Walter Cronkite School of Journalism and Mass Communications. Motivated to learn and enhance existing skills. Excels in deadline-driven environments and is passionate about accuracy and honesty in public relations and digital marketing practices.

### Education

---

Arizona State University, Barrett the Honors College May 2021

Walter Cronkite School of Journalism and Mass Communications, BA  
GPA 3.65

Xavier College Preparatory May 2018

Blue Ribbon Scholar, full academic scholarship  
GPA 3.61

### Digital and Marketing Experience

---

Public Relations Intern, Serendipit Consulting September 2020 - Present

- » Researching media contacts, facts and stats for media pitches and press releases, industry trends, new tools and tactics, and more
- » Creating content, such as media pitches, press releases, feature stories, bylined articles, social media posts, blog posts, etc.
- » Building and updating target media lists (TMLs)
- » Preparing pitching briefs for media pitch distribution
- » Pitching media and building meaningful and lasting relationships with important members of the media

Public Relations Specialist, Greater Influence, Inc. July 2020 - Present

- » Support communications team in digital and writing efforts.

President, Public Relations Student Society of America ASU April 2020 - Present

- » Manage Chapter Executive Board
- » Coordinate and invite guest speakers.
- » Plan Chapter meetings and events for the 2020-2021 academic year.

Public Relations Intern, knoodle May - August 2020

- » Supported the PR department in writing, editing and pitching efforts.
- » Ran social media for clients and developed content calendars.
- » Photographed client events.
- » Researched and managed influencer collaborations.

Vice President, Public Relations Student Society of America ASU November 2019 - April 2020

- » Organized chapter meetings and coordinated guest speakers.
- » Assisted in overseeing work of the executive board.

Social Media Coordinator, Public Relations Student Society of America ASU August - November 2019

- » Managed primary social media platforms (Facebook, Instagram and Twitter) for the chapter.
- » Created and maintained a content calendar to keep chapter members engaged and informed.

Communications Assistant, ASU's Center for Child Well-Being March - July 2019

- » Designed and wrote copy for a [28-page program](#) for annual Children of Incarcerated Parents Conference.
- » Authorized numerous blog posts and designed corresponding optimized Instagram graphics to increase Center support and visibility.
- » Researched and compiled information on applicable grant funding to further the Center's mission.

### Skills

---

Adobe Creative Cloud (intermediate)  
Microsoft Office  
Social Media & Layout Design

Social Media Management  
TweetDeck | Hootsuite | Buffer  
WordPress | Weebly

Cision | Meltwater | Muck Rack  
Copy Writing | Editing | Press Releases  
Creative Problem Solving