

# Mari Feazel

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## EDUCATION

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- Chapman University: B.A. public relations and advertising, 3.9 GPA, December 2008
- Cal Poly State University, San Luis Obispo: studied journalism and public relations, 4.0 GPA, 2006-07

## EXPERIENCE

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### **HKA, Inc. Public Relations**

3/2009 - Present

#### *Account Coordinator*

- Composed, edited and distributed client press releases and media alerts
- Designed and wrote copy for agency and client websites, email blasts and advertisements
- Pitched to and secured interviews with media; conducted proactive outreach and follow up
- Secured placements in local, national, trade and business publications
- Identified relevant media outlets for campaigns
- Compiled and maintained media contact lists and editorial calendars using the Cision media database
- Handled and directed media requests, facilitated interviews with company spokespersons
- Developed social media recommendations and presentations for clients encompassing LinkedIn, Facebook, Twitter and blogging
- Executed effective social media campaigns for clients
- Handled media coverage of and presence at client events
- Archived client media placements and recorded information in monthly activity reports
- Worked both collaboratively and independently on various projects
- Maintained outstanding organization, attention to detail and multitasking skills
- Managed and tracked time spent on projects and consistently met deadlines

### **ROXY/Quiksilver**

9/2008 – 3/2009

#### *Public Relations/Product Placement Intern*

- Compiled, packaged and shipped sample product at request of publications for editorial photo shoots
- Selected and ordered product for television product placement, sample stock and celebrity gifting
- Compiled look-book and catalog information, identified product in catalog photography
- Researched coverage of sponsored athletes online and in print, uploaded to Vocus database

### **Rogers & Cowan, eMedia Department**

9/2008 – 12/2008

#### *Public Relations Intern*

- Used Cision database to research print, radio, broadcast and online media contacts for client coverage
- Researched blogs, message boards, podcasts and social media sites to create media lists for pitching
- Posted client information on event calendar websites and message boards
- Tracked and archived client coverage in online media

### **Ronnie Kovach's Outdoor Enterprises**

6/2008 – 9/2008

#### *Public Relations Assistant*

- Prepared press kits, graphic materials, press releases and other written materials to promote the Ronnie Kovach brand
- Researched relevant contacts through which to publicize fishing events
- Scheduled guests for Ronnie Kovach's AM 830 KLAA radio show, *Radio Fishing University*

### **Chapman University Associated Students**

2/2008 – 5/2008

#### *Director of Public Relations*

- Designed and wrote copy for print and online promotional materials for University events
- Coordinated with publication services to create and distribute event advertising information
- Creatively publicized news about Associated Students to the student body

## **HONORS**

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- Winner, Cecil Award, Best Entertainment Marketing Campaign 2008-2009, Chapman University
- Winner, Cecil Award, Best Public Relations Campaign 2008-2009, Chapman University
- Chapman University Chancellor's List, 2007-2008
- Chapman University Trustees Scholarship recipient, 2007-2008 and 2008-2009
- Cal Poly President's Honors List, 2006-2007

## **TECHNICAL SKILLS**

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- Microsoft Office programs: Word, Excel, Outlook, PowerPoint, Publisher, Picture Manager
- Adobe Photoshop, InDesign and Acrobat

## **REFERENCES**

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- Inez Be, Public Relations Specialist, HKA, Inc. Public Relations: (909) 896-3061
- Ashton Spatz, Public Relations Coordinator, ROXY: (714) 889-4395
- Cory O'Connor, Public Relations & Advertising Professor, Chapman University: (949) 395-4799
- Janell Shearer, Chair, Media Arts Division, Chapman University: (714) 997-6647