

Alessandra Luckey

Public Relations ■ Los Angeles, California

Profile:

Aspiring public relations professional with experience editing, writing and reporting for all platforms. Knowledge in pitching to media, developing social media plans, creating videos, and writing newsletters and press releases.

Experience:

Corporate Relations Intern | Allstate, Phoenix, AZ | Aug. 2018 - Present

- Write two newsletters. One is bi-weekly and sent to all regional employees. The second email is sent monthly to independent agency owners
- Write press releases and pitch to new outlets
- Helped pitch the annual America's Best Drivers Report which received an estimated audience of 7,262,238
- Work with influencers for special events
- Update distribution lists and help with other projects

Communications Intern | Kaiser Permanente, Burbank, CA | May 2018 - Aug. 2018

- The Labor Management Partnership is an agreement between management at Kaiser Permanente and the Coalition of Kaiser Permanente Unions
- Worked on social media plans for the Labor Management Partnership
- Created two animated whiteboard videos for their educational funds

Newscast Producer | KAET-TV Cronkite News, Phoenix, AZ | Jan. 2018 - May 2018

- Produced a 30-minute newscast in the number 12 market
- Coordinated with reporters, director, anchors, and crew to ensure a smooth show
- Created, edited and wrote promos, teasers and readers
- Worked with others to tweet under @CNInsider

Public Relations Intern | Banner Health, Phoenix, AZ | Aug. 2017 - Dec. 2017

- Worked at a major non-profit health system that operates 28 hospitals
- Filmed B-roll and edited video, one video resulted in the equivalent of \$74,000 of in-market ad value
- Pitched stories and wrote press releases and blogs
- Created and wrote social media posts

Promotions Team Member | Blaze Radio, Phoenix, AZ | Aug. 2015 - May 2018

- A student-run and operated radio station at Arizona State University
- Tabled at festivals and on campus to get people interested in events and concerts
- Helped raise awareness about the radio station

Breaking News Reporter | Arizona Republic, Phoenix, AZ | Jan. 2017 - April 2017

- Worked at one of the top 30 newspapers in the nation
- Reported on breaking news around the Phoenix area
- Stories ranged from court cases and crime to weather and features

Program Coordinator Intern | AZ PBS 8, Phoenix, AZ | Aug. 2016 - Dec. 2016

- Timed interviews assuring they kept to formatted running length
- Checked that the rundown and script coincided
- Created interstitials about future events occurring in Arizona

References:

Available upon request

Contact Information

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alessandraluckey.com

LinkedIn: <https://bit.ly/2P86QSV>

Skills

Adobe Suite: Adobe Premiere
Adobe Audition
Adobe Photoshop
Adobe InDesign
Adobe Illustrator

Microsoft Office

Proficient in French

Social media: Pinterest

Instagram

Facebook

Twitter

Cision

Constant Contact

Education

Arizona State University

B.A. in Journalism and Mass Communication

Walter Cronkite School of Journalism and Mass Communication

Emphasis in broadcast journalism

Dean's List 2015-2018

GPA: 4.21, Valedictorian

Graduation date: December 2018

B.A. in Political Science

School of Politics and Global Studies

GPA: 4.21

Graduation date: December 2018

Barrett, the Honors College

Thesis on the Women's March social media narrative

Presented thesis at SWECJMC

Studied abroad in Greece and Italy

Scholarships and Awards

New American Scholar

National Hispanic Scholar

Barrett Scholar

Student Emmy recipient