

ANNA LAURA KILLIAN

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ALK

EDUCATION

Bachelor of Arts in Public Relations

Auburn University, Auburn, AL
Major: Public Relations Major GPA: 3.56
Concentration in Marketing and Management

May 2018

INTERNATIONAL EXPERIENCE

Italia Connect, Rome, Italy

Intern

- Interned with the consulting group Italia Connect and contributed to developing a marketing strategy for one of their top clients, La Corona Roma
- Offered solutions on their website design, social media improvements, and in-store display
- Developed a year-long plan and five year plan for their marketing strategy

June 2016

EXPERIENCE

TJ Ward Foundation

Intern

- Played an essential role in the planning and execution of NFL player TJ Ward's charity golf tournament
- Helped organize the silent auction, contributed to the social media platforms being used, and worked first-hand with the tournament sponsors to ensure their happiness

Summer 2017

Head Coach & Athletic Director's Office

Administrative Assistant

- Manages the front office and acts as the first responder to guests' inquiries in-person and over the phone
- Maintains utmost discretion and professionalism while working with confidential information at the highest level of athletic administration

June 2017-Present

Alumni Engagement, Auburn Athletics

Intern

- Assists in communicating with former Auburn athletes, executing event planning details, and collaborating with appropriate vendors
- Helped plan and execute the 2017 Women's Sports Reunion which invited all former Auburn female athletes
- Helps with the planning of Friday Football Luncheons, football team reunions, and the Verizon Autograph Tent

January 2017-Present

Birmingham Bowl

Ambassador

- Worked with the associate manager of events of the Birmingham Bowl and under ESPN Events

December 2016

Tuscaloosa Tennis Association, Tuscaloosa, AL

Intern

- Worked directly with the marketing director to identify the strengths and weaknesses of TTA's marketing efforts
- Contributed to developing a short-term and long-term strategy to increase membership and participation for current members.

December 2015- January 2016

Auburn University Admissions Office

Athletic Recruiter

- Selected out of 125 applicants to serve as a hostess and recruiter for the Auburn University football program
- Entertained recruits at every Auburn football game played at home and football program events

January 2015-February 2016

VOLUNTEER WORK

Prevent Child Abuse America

- Played an instrumental role in an annual 5k by contributing to coordinating registration
- Raised more than \$100,000 over the past three years

Habitat for Humanity

- Worked to improve the quality of the company's warehouse and the belongings they keep there while fundraising to further their projects