

Blakely M. Gibeaut

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EDUCATION

Indiana University, The Media School - Bloomington, IN May 2022
Bachelor of Journalism **GPA: 3.50/4.00**
Concentration: Public Relations
Minors: Marketing, Spanish
• *Dean's List* Fall 2020, Spring 2021

EXPERIENCE

The Media School – Indiana University August 2021 - Present
Content Specialist
• Composed weekly news articles for The Media School website to inform over a hundred readers on school wide events
• Interviewed a variety of event hosts to accurately develop stories
Exclusive PR – Chicago, IL May 2021 – August 2021
Public Relations Intern
• Drafted email pitches to send to journalists, built media lists using Cision, and earned popular placements for renowned doctors and local hospitals in publications such as Today.com
Sauce Magazine – Saint Louis, MO August 2020 – August 2021
Editorial Intern
• Investigated story leads, and assisted the editorial team with the production of monthly print publications to publish over 30 articles
rock paper scissors, inc. – Bloomington, IN January 2020 – May 2020
Publicity Intern
• Assessed new media outlets, writers, and specific tour markets to generate coverage for clients
• Identified current industry trends and built media lists for potential pitches to assist research efforts

ACTIVITIES

Public Relations Student Society of America at IU – Bloomington, IN September 2019 - Present
President May 2021 - Present
• Led weekly meetings with executive board to oversee committee leaders and programming chairs and provide professional experience for 125 chapter members
• Created an organizational mission statement to strengthen membership participation and increase membership by 20%
Chairman of Communications Committee January 2019 – January 2020
• Supervised a team of 50 students and taught social media guidelines and branding to increase social media following by 25%
Women in Media – Bloomington, IN January 2019 - Present
General Member
• Enhanced knowledge of women leadership across all communication disciplines

SKILLS/INTERESTS

Self-Improvement Books | Running | Food and Culture | Yoga | Mindfulness