Brooke Schlisner

Public Relations Professional

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SUMMARY

I am a passionate and strategic public relations student skilled in organization, creativity, effective communication, and project management.

EDUCATION

University of Georgia, Grady College of Journalism & Mass Communication — Athens, GA

Bachelor of Arts in Public Relations — Aug 2022 - May 2026

Master of Arts in Integrated Advertising and Public Relations — Aug 2026 - May 2027

Minor in Women's and Gender Studies | Certificate in New Media — GPA: 3.72

EXPERIENCE

Web Sales Intern, Base King LLC. — Dalton, GA | May 2025 - July 2025

- ➔ Assisted in redesign of company website and creation of online store page
- ➔ Built and maintained email lists for potential clientele
- ➔ Practiced internal and external company communication via email

Barista, Jittery Joe's Coffee — Athens, GA | Nov 2024 - Present

- ➔ Managed fast-paced, team-oriented environments

Online Sales Intern, Base King LLC. — Dalton, GA | May 2023 - July 2023

- ➔ Navigated existing Amazon Seller Central account, identified and documented conflicts
- ➔ Conducted extensive troubleshooting and policy research

PROJECTS

Authenticate by SanctumIP – New Media Certificate Capstone Project — Fall 2025

Co-Creative Director & Project Manager | Client: Brian Larsen, professor and entrepreneur

- ➔ Collaborated with a five-member team to develop a prototype: Authenticate by SanctumIP, a blockchain-based IP protection platform designed to give creatives instant and verifiable ownership of their work.
- ➔ Co-created a consistent brand image with logos, colors, fonts, voice, and tone.
- ➔ Delegated tasks, tracked progress, and ensured team met deliverable checkpoints

Birth-To-Five Campaign Book – Public Relations Capstone Project — Fall 2025

Survey and Research Team Member | Client: Birth-To-Five, organization

- ➔ Collaborated with a twelve-member team to develop a campaign book addressing barriers surrounding early childhood literacy rates in Dublin, GA.
- ➔ Conducted primary and secondary research through survey creation, cold-calling, and online research to guide campaign messaging and deliverables

SKILLS

Skills: Strong written and verbal communication, content creation, research and analysis, basic video editing skills, social media knowledge

Certifications: LinkedIn Learning (Learning Photoshop, InDesign Essential Training, CSS: Animation)

Technical Skills: WordPress, Canva, Adobe Creative Suite, HTML, CSS, Microsoft Office, Google Suite

AWARDS

University of Georgia Dean's List — Spring 2024

Reporting 1 Story Pitch Competition Finalist — Spring 2024

University of Georgia Presidential Scholar — Spring 2023 & Fall 2025