

# ELENA PANYARD

248-506-1348 • panya1ec@cmich.edu  
www.linkedin.com/in/ElenaPanyard

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## EDUCATION

**Central Michigan University**, Mount. Pleasant, Mich.

Bachelor of Applied Arts, May 2018 (Expected)

Major: Integrative Public Relations

Minor: Journalism, Leadership

## PUBLIC RELATIONS EXPERIENCE

**Central Michigan Life**, Mount Pleasant, Mich.

*Public Relations Executive*, September 2016 – Present

- Write and place content for the monthly internal newsletter to bring departments together
- Work with a team of 13 to increase awareness of CM Life on campus through events and promotions
- Create content for “Who Reads” to advertise CM Life and it’s readers

**Central View**, Mount Pleasant, MI

*Public Relations Consultant*, September 2015 – May 2016

*General Member*, January 2015 – September 2015

- Advised others on use of social media to gain viewers and member involvement
- Worked with camera equipment on set
- Increased twitter following by 100 people in a three month period

## PROFESSIONAL DEVELOPMENT OR TRAINING

**Public Relations Student Society of America**, Mount Pleasant, Mich.

*Director of Member Services*, April 2016 – Present

- Create and enforce incentives to increase member participation
- Lead a committee that organizes monthly events to inspire member engagement
- Coordinate the annual organization banquet for 85 PRSSA members and faculty

*General Member*, September 2015 – April 2016

- Attended weekly meetings for the PRSSA chapter
- Member of the Chapter Events committee

## EMPLOYMENT

**Tennis and Golf Company**, Royal Oak, Mich.

*Sales Associate*, May 2015 – Present

- Assist numerous customers in a fast pace environment
- Develop sales experience while promoting products
- Deliver excellent customer service in-person and over the phone

## EXTRACURRICULARS

**Leadership Safari**, Mount Pleasant, Mich.

*Safari Guide*, January 2016 – August 2016

- Facilitated group discussions as well as team-building activities to 12 freshman over the course of the conference
- Went through leadership training throughout the course of the year

**Central Michigan University Symphony Orchestra**, Mount Pleasant, Mich.

*Orchestra Member*, August 2014 – May 2015

- Developed communication skills by working with large and small groups to create music
- Improved time management skills

**GoComedy! Improv Theater**, Ferndale, Mich.

*Student*, May 2015 – July 2015

- Learned how to maneuver stressful situations
- Made fast decisions
- Developed skills in working with a team

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