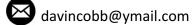


DAVIN ALEXANDRA COBB

Public Relations

CONTACT







4904 Shenandoah Dr. Columbus, GA 31907

Education

B.A. in Public Relations Auburn University Auburn, AL

2012-2016

SKILLS

Microsoft Office WordPress
Basic HTML Blogging
Google Analytics Public Speaking
Adobe Dreamweaver Qualtrics

Inbound Certification

Hootsuite

PROFESSIONAL EXPERIENCE

DIGITAL MEDIA INTERN

Auburn Alumni Association // Auburn, AL //January 2016 - Present

- Create and expand social media content with written posts, photography and videography for all social media platforms with an audience of over 67,000
- Assist with compiling monthly trends, analytics, SEO and ebroadcasts metrics
- Present insights and research of new trends to team bi-weekly
- Develop content and a strategic plan for social media campaigns

MARKETING/ PUBLIC RELATIONS INTERN

Verge Pipe Media// Auburn, AL// June 2015 - November 2015

- Collaborated with clients to enhance company productivity
- Edited films and videotapes to insert music, dialogue, and sound effects, to arrange films into sequences, and to correct errors, using editing equipment to help more efficiently market companies and upcoming events
- Maintained company blog by writing bi-weekly blog entries

STUDENT WORKER

Ralph Draughon Library// Auburn, AL// June 2014 - Present

- Maintained inventory of books, laptops, ILL request and sensitive item
- Served on the student committee to assist with events and staff relations

ACTIVITIES

AUBURN UNIVERSITY MODELING BOARD

Public Relation Coordinator//2013-Present

STUDY ABROAD- INERNATIONAL PUBLIC RELATIONS LONDON MAY 2015

PRSSA

Event Committee//2015-Present