



# DAVIN ALEXANDRA COBB

Public Relations

## CONTACT



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Davin Cobb



4904 Shenandoah Dr.  
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## 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 e-broadcasts 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- INTERNATIONAL PUBLIC RELATIONS LONDON

*MAY 2015*

### PRSSA

*Event Committee // 2015-Present*

