

Marisa G. Laudadio

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RELEVANT WORK EXPERIENCE

Public Relations Integrated Student Media Agency (PRISM), Account Executive August 2019-Present

Mississippi State University | Department of Communication

- Manage team's execution of strategic communication plans to meet the client's needs
- Facilitate communication between the client and team
- Ensure quality control by editing and approving all deliverables before they are disseminated to clients
- Oversee the day-to-day execution of the account strategy, client service, and project management

Stennis Center for Public Service Intern January 2020-Present

Mississippi Headquarters | Starkville, MS

- Create print promotional materials using Adobe Creative Suite products
- Assist with logistical planning for upcoming programs

Department of Communication Public Relations Intern December 2018-December 2019

Mississippi State University | Department of Communication

- Updated the department website and video monitors
- Created graphics, flyers, and brochures to effectively disseminate information throughout the department
- Co-managed all department social media accounts
- Assisted in planning the 2019 Mississippi State New Narrative Festival and Conference

Public Relations/Marketing Intern May-July 2018

Youth Villages National Headquarters | Memphis, TN

- Wrote news releases and a feature story
- Assisted with video shoots and shadowed a PBS production crew to learn professional film-making techniques
- Created an annual theme "sizzle" video and 7 employee training videos
- Managed a national news database to collect news stories related to national child welfare
- Researched ways to increase effective internal communication strategies
- Designed web pages for the national website
- Served as a photographer for organizational events

Communication Assistant, Office of Agricultural Communications August 2016-December 2019

Mississippi State University

- Collaborate with social media strategist and marketing and communication coordinator to prepare for upcoming events and plan conference themes and workshops
- Create and schedule social media posts and graphics
- Create new social media campaigns and weekly interactive Q&A posts
- Compile articles for the quarterly magazine
- Report on district and state events via social media platforms

PUBLIC SERVICE AND LEADERSHIP ACTIVITIES

Public Relations Student Society of America, Vice President January 2018-present

Mississippi State University | MSU chapter

- Served as website manager to update and format all content on the MSU PRSSA website
- Contact and schedule guest speakers for chapter meetings
- Solicit sponsorships from local businesses and facilitate positive community relations
- Assist the president in overseeing the day-to-day operations of the chapter and all other officer duties

College of Arts & Sciences Ambassadors, President January 2017-present

Mississippi State University

- Advise the Deans on necessary changes within the college's various departments
- Promote the college to potential students
- Help maintain positive relationships with current students, faculty, and alumni

Mississippi Model Security Council, Secretary General

January 2017-present

Mississippi State University | Department of Political Science and Public Administration

- Plan and direct an annual conference for over 100 high school students
- Train college students to compete at collegiate-level Model United Nations competitions
 - Outstanding delegation award recipient, 2017 & 2019 Southern Regional Model United Nations Conference

New Maroon Camp, Programming Staff Member and Committee Chair

November 2017-August 2019

Mississippi State University

- Planned week-long student-led camp to help new students transition into university life
- Facilitated activities during camp
- Prepared necessary supplies and props before each activity and general assembly
- Ensured all behind-the-scenes details were executed and camp ran smoothly

Latino Student Association, AMIGOS Program Mentor

August 2018-May 2019

Mississippi State University

- Helped increase awareness about Latino culture at MSU
- Mentored a transfer student through the AMIGOS program

SPECIAL SKILLS

- **Adobe Creative Suite:** includes video editing and graphic design
- **Microsoft Office Suite**
- **Web design:** WordPress, Divi Builder, Wix, Weebly

AWARDS AND HONORS

- **2019 Truman Scholarship Finalist**
- **2020 SEJC 1st place team in the Public Relations Campaigns competition**
- **2019 Bulldog PRISM Award of Merit Recipient - Starkville PRAM chapter**
- **College Public Relations Association of Mississippi Scholarship Recipient**
- **Turner Catledge Communication Scholarship Recipient**
- **Earl Love Guyton Memorial Communication Scholarship Recipient**
- **John C. Stennis Scholar**
 - Stennis Scholar Selection Committee Student Member
- **Haley Barbour Scholar**
- **Donald W. Zacharias Endowed Scholarship Recipient**
- **Billy and Jean Coleman Endowed Scholarship Recipient**
- **Powell-Gray 4-H Scholarship Recipient**
- **Shackouls Honors College**
- **Phi Beta Kappa Honors Society**

EDUCATION

Bachelor of Arts in Communication with a concentration in Public Relations

May 2020

Bachelor of Arts in Political Science

- Minors in Spanish and International Studies

Overall GPA: 4.0/4.0

Mississippi State University, Starkville, MS