

# JOANNA SCOTT

communications professional

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## PROFESSIONAL EXPERIENCE

Hill + Knowlton Strategies | Chicago, IL 04/14 – Current  
Assistant Account Executive

- Provide media relations support through monitoring client coverage, writing news releases, researching relevant trends and building relationships with journalists, bloggers and industry experts
- Collaborate with food & beverage and tourism consumer marketing practice groups facilitating account work for clients including Nonni's Foods, Mizkan Americas and Puerto Rico Tourism Company

Associated Press | Chicago, IL 01/12 – 10/13  
Regional Administrative Assistant

- Managed internal communications, human resource tasks, budgets and administrative operations for a 14-state region
- Gained in-depth knowledge of journalism industry and practices

Kroger | Indianapolis, IN 01/10 – 09/11  
Public Affairs Administrative Assistant

- Demonstrated media relations skills by writing news releases and advisories as well as coordinating interviews and photo sessions for a five-state operating region; received the honor "Best Earned Media" for the division at a national event
- Coordinated the division's charitable community efforts including the direction of a 27-year partnership with an Indianapolis Public School and a statewide agricultural industry Habitat for Humanity sponsorship
- Assembled podium scripts and event details for 13 store openings and handled invitations for community dignitaries

White River State Park | Indianapolis, IN Summer 08 & 05/09 – 12/09  
Program Coordinator

- Planned and coordinated the *Family Arts Series*, 14 community events, which highlighted local performance arts and ranged in attendance from 200 to 2,000 individuals per event
- Executed a marketing plan that included public relations, advertising and social media content resulting in more than 1.3 million impressions
- Co-authored grant proposals securing \$150,000 for future events

## EDUCATION

DePaul University  
Chicago, IL June 2014  
M.A. Public Relations & Advertising  
GPA 3.9

University of Evansville  
Evansville, IN May 2009  
B.S. Business Administration  
Marketing & Management  
Mass Communications Minor  
GPA 3.4

## SKILLS

- Microsoft Office
- CisionPoint
- Photoshop
- InDesign
- Adobe Acrobat Pro
- Social Radar
- Basic HTML

## AWARDS

- 2014 Arthur W. Page Case Study Competition
- Kroger President's Ring
- 2008 ARTI Artful Impact