

LINDSAY A. HONAKER

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lindsayhonaker.me

916-934-6999

PROFESSIONAL EXPERIENCE

Account Executive

Public Relations Student Society
of America UNR Bateman Team
Dec. 2015 - April 2016

- Oversaw and developed a fully integrated community relations driven campaign.
- Client awareness rose from 13% in Northern Nevada to 63%.
- Earned honorable mention in the national competition.

Constituent Affairs Intern

California Governor Jerry Brown
June 2014- August 2014

- Assisted reviewing and providing casework for constituent correspondence relating to environmental issues in California.
- Due to the high amount of correspondence of environmental issues in California, I prioritized the immediate needs of constituents while informing myself and the office about environmental breaking news.

Communications and Marketing Intern

University of Nevada, Reno Marketing
and Communications Department
Nov. 2015- Present

- Responsibilities include researching and writing strategic communication feature stories, press releases and media advisories, developing comprehensive public relations plans, assisting in media relations activities and various administrative duties.

Research and Presentation Team

American Advertising Federation
Integrated Marketing competition team
Jan. 2015- May. 2015

- Worked on the PR promotions, research and presentation team to develop an edgy, bold and innovative campaign for the competitions client, Pizza Hut. Earned 2nd place, ahead of Berkeley in the regional competition.

Account Executive

Nevada Department of Transportation
August 2014-Dec. 2014

- Developed and oversaw strategic communications plan centered around keeping Nevada Safe and Connected which used energetic yet practical tactics that aims to reach the public everyday highlighting the good things that the Nevada Department of Transportation does for Nevada.
- Our team presented to the Nevada Governor who decided that the plan would be implemented statewide.

Panhellenic President

Fraternity and Sorority Life
Dec. 2014- Dec. 2015

- Oversaw 5 Panhellenic Sororities at UNR, attended the AFLV conference in Indiana, welcomed Alpha Omicron Pi, planned and executed Greek Week, raised over \$3,000 for the Children's Cabinet and donated 10,000 meals to the Nevada Food Bank, participated in St. Jude Children's Research Hospital Up Till Dawn, and planned and executed formal recruitment.

EDUCATION

Bachelor of Journalism with emphasis in strategic
communications, Minor in Cultural Anthropology
University of Nevada, Reno

2012 - 2016

AWARDS



Order of Omega Outstanding
Leadership Award



Selected as an outstanding
member of the AAF student
chapter

SOCIAL



fb.me/lindsayhonaker



@lindsayhonaker



@lindsayhonaker

SKILLS

- Detail Oriented
- Organized
- Works well in a face paced environment
- Leadership
- Strategic planning
- Writing
- Public Speaking
- Strong understanding of MS, Adobe and Keynote

REFERENCES

Bob Felton

Professor, University of Nevada
b8felten@unr.edu

Natalie Savidge

Senior Communications
Specialist, University of Nevada
nsavidge@unr.edu

AFFILIATIONS

Public Relations Student Student
Society of America

American Advertising Federation

Order of Omega Honor Society

Delta Delta Delta