

Ann Marie Stephens

www.linkedin.com/in/annmariestephens

byannmarie.com

amstephens@byannmarie.com

205-337-3128

Education

University of Alabama at Birmingham

April 2023

Bachelor of Arts in Communication Studies

- GPA: 4.0/4.0
- Mass Comm - Public Relations Concentration; Minors in Marketing and Social Media Strategies; Distinguished Honors
- Honor Societies: Phi Kappa Phi; Omicron Delta Kappa; Lambda Pi Eta

Employment Experience

University of Alabama at Birmingham

Birmingham, AL

Public Relations Intern (January 2023 – April 2023)

- Drafted and edited briefs and releases for UAB News and eReporter using AP Style and UAB Style Guide
- Secured local media coverage for UAB
- Organized UAB press and broadcast hits in Meltwater and flagged potential crises for Assistant VP of PR
- Assisted escorting external media for faculty interviews on campus
- Developed media pitch, media advisory and media list for separate communication tactics

University of Alabama at Birmingham Department of Family and Community Medicine

Birmingham, AL

Communications Intern (May 2022 – December 2022)

- Drafted, edited and delivered almost a dozen articles for department website, social media and newsletters
- Designed graphics, captions, and campaigns for Instagram, Facebook, Twitter and LinkedIn
- Shot and edited Instagram Reels for an internal audience using Adobe Premiere Rush as needed
- Pro-actively updated departmental website using close attention to detail
- Captured and edited headshots, World Games 2022 Birmingham and event photos using Adobe Photoshop as needed

Publix

Birmingham, AL

Cashier (May 2020 – August 2022)

- Provided premier customer service to customers while checking out and bagging groceries efficiently
- Helped to maintain cleanliness and order of store with close attention to detail
- Trained several employees to complete front service clerk and cashier responsibilities

University of Alabama at Birmingham University Recreation

Birmingham, AL

Membership Attendant (August 2019 – October 2020)

- Answered all membership-related questions, concerns, phone calls and emails
- Sold and processed memberships and services using organizational skills
- Trained several employees on how to complete membership attendant responsibilities

Leadership Experience

PRCA/PRSSA at UAB, Vice President of Digital Communications (May 2022 – April 2023)

University of Alabama at Birmingham Honors College, Honors Ambassador (April 2021 – April 2023)

Catholic Blazers, President (January 2022 – April 2023)

Better Basics, Team Public Relations Campaign (September 2022 – November 2022)

UAB Collat School of Business, Team Social Media Marketing Campaign Pitch (Spring 2022)

West Homewood Farmers Market, Team Digital Marketing Campaign Pitch (Spring 2022)

Awards

Public Relations Council of Alabama Medallion Awards

"Maycock Discusses Career, Advice on Dean's Excellence Award Panel" – UAB Article (2023)

Better Basics Public Relations Campaign – Team Effort (2023)

Better Basics Client Proposal – Team Effort (2022)

Kid One Public Relations Audit (2022)

Certifications

- Hootsuite Social Media Marketing
- HubSpot Digital Marketing
- HubSpot Content Marketing
- Hootsuite Platform
- HubSpot Social Media Marketing
- GA Individual Qualification

Skills

Canva | Marq | Joomla | Buffer | Box | Slack | Buffer | Asana | Meltwater | MS PowerPoint | MS Word | MS Outlook