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Miranda McArdle

Public Relations | Advertising



EDUCATION

Point Park University

*Bachelor of Arts in Public Relations
& Advertising*

Projected Graduation: April 2022

- Honors Student with a 3.9 GPA
- Dean's List, 4 years

Awards

- Academic Trustee Scholarship Recipient
- Pittsburgh Promise Executive Scholar
- The Heart Project, Award of Merit Student Campaign, PRSA Pittsburgh 2022 Renaissance Awards

SKILLS

Professional:

- Event Coordinating/Planning
- Project Management
- Creative Writing
- Crisis Communication
- Sales
- Communication Strategy
- Social Media Management & Working Knowledge of SEO

Technical:

- Hootsuite Platform Certified
- Hootsuite Social Marketing Certified
- Proficient in Canva
- In depth Experience in Shopify
- Working Knowledge in Adobe InDesign & Photoshop

ABOUT ME

I'm a driven young professional with experience in marketing, PR, sales, etc. who is looking to expand their knowledge and experience while bringing valuable fresh skills to a team.

EXPERIENCE

RETAIL ASSOCIATE

Style Exchange Boutique | June, 2018-Present

- Assist customers on a personal level
- Input new items daily to personal systems & website
- Manage social media content
- Review detailed contracts with consignors daily
- Brainstorm business improvements
- Bring in top sales each year

SPECIAL EVENTS INTERN

The Terrace at Hyatt House Pgh-Southside | May, 2021-August, 2021

- Set up & broke down a variety of different events
- Communicated with outside vendors daily
- Managed any issues throughout events seamlessly
- Directed guests and clients to appropriate areas
- Restocked behind the bar as products ran low
- Took inventory for all things needed before event days

PR & PLANNING INTERN

Point Park University (Camille Downing) | January 2021-April, 2021

- Coordinated event details
- Used marketing tactics to advertise
- Researched details
- Planned an award winning PRSA campaign

FREELANCER

MHY Family Services | January 2021-April, 2021

- Created designs for flyers, postcards, etc.
- Used critical thinking to strategize for their holiday program
- Thoroughly researched to expand and update annual wish list
- Organized necessary information to prepare for the big upcoming donation season