

CROSBY BECKEL

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EDUCATION

Auburn University | Auburn, AL

August 2020-May 2024

Bachelor of Arts, Public Relations

Minor: Spanish

GPA: 3.73/4.0

Major GPA: 3.94/4.0

PROFESSIONAL EXPERIENCE

Strauss Public Relations | Dallas, Texas

December 2024 - Present

Public Relations Coordinator

- Tracked and monitored media coverage across all client accounts to evaluate campaign performance and inform reporting.
- Crafted engaging client newsletters to support brand communication and audience engagement.
- Managed day-to-day operations of client social media accounts, including content scheduling, copywriting, and community engagement.
- Assisted in the development of client communications, including drafting press releases, media pitches, and other public-facing materials.
- Maintained internal team calendar and updated meeting agendas to ensure smooth coordination and workflow across projects.

TruePoint Communications | Dallas, Texas

September 2024-November 2024

Marketing/ Communications Intern

- Assisted the Marketing and Communications team in delivering client-focused solutions for brands including Half Price Books, Twisted X, Harmony Bank, LV Collective, and TruePoint Communications.
- Maintained and updated media lists to ensure accurate, targeted outreach for publicity campaigns.
- Drafted compelling media pitches, press coverage emails, and social media captions tailored to client messaging.
- Secured media coverage by pitching to top-tier outlets such as *The Wall Street Journal*, *D Magazine*, and others.
- Monitored and documented media coverage to track campaign performance and inform client reporting.

RKP Media | New York, New York

Public Relations Intern

May 2023-August 2023

- Compiled recent press to create an at-a-glance look for clients to assist them in reaching their target audience.
- Updated and created press kits and media lists to ensure the accuracy of all partners for publicity outreach.
- Managed the organization's social media, including maintaining content calendars and drafting captions, leading to an increase in followers and awareness.
- Tracked and recorded the latest news in the broadcast media space in order to provide weekly reports to internal stakeholders.

LEADERSHIP EXPERIENCE

Vice President of Membership, Kappa Kappa Gamma

November 2022-November 2023

- Led over 200 women in recruiting new members for Fall 2023.
- Planned and directed primary recruitment and work week ensuring a seamless formal recruitment.
- Oversaw and led two directors in executing the recruiting of new members during formal and informal recruitment.

Primary Recruitment Director; Kappa Kappa Gamma

November 2021-November 2022

- Led over 200 women in recruiting new members for Fall 2022.
- Worked closely with the Vice President of Membership to execute all aspects of formal recruitment.

INVOLVEMENT & HONORS

Public Relations Student Society of America / PRCA; Member; 2021-2024

Sigma Delta Pi (National Spanish Honor Society); Member; 2022-2024

Lambda Pi Eta (National Communications Society); Member; 2023-2024

Dean's List: Spring 2021, Fall 2021, Fall 2022, Spring 2023, Fall 2023, Spring 2024