

# Lindsey Poole

[Lindseypoole33@gmail.com](mailto:Lindseypoole33@gmail.com)

[www.lindsey-poole.com](http://www.lindsey-poole.com)

(704) 773-3617

[www.linkedin.com/in/lindsey-p-poole](http://www.linkedin.com/in/lindsey-p-poole)

## EDUCATION

---

### University of North Carolina at Chapel Hill

*Expected May 2024*

*Hussman School of Journalism and Media, advertising and public relations concentration; History minor*

Honors College | GPA 3.802 | Dean's List every semester offered

### Lorenzo de' Medici – Florence, Italy

*Spring 2023*

*Study Abroad Semester*

## EXPERIENCE

---

### M Booth – New York City, NY

*June 2023 – December 2023*

*Corporate Public Relations Intern*

- Supported B2B and B2C accounts, with a focus on financial services clients.
- Built media lists, prepared client-ready news flags, weekly roundups and quarterly coverage analysis. Monitored and tracked news coverage, packaging into polished deliverables.
- Demonstrated excellence and value as a member of the team, resulting in the extension of internship.

### The Compass Center – Chapel Hill, NC

*August 2022 – December 2022*

*Public Relations Intern*

- Led audit of current communications strategy and provided guidance and implementation of new strategy for non-profit organization.
- Drafted press releases, fact sheets and created creative Instagram and Twitter engagement strategies.

### Dini von Mueffling Communications – New York City, NY

*May 2022 – August 2022*

*Public Relations Intern*

- Supported account teams across multiple lifestyle, wellness, technology, and social impact clients.
- Drafted creative pitches, researched and maintained media lists, prepared client-ready industry news roundups and assisted with media events. Led initiative to upgrade firm's social media presence and developed media strategy for new client.

### Client Services and Customer Facing Jobs

*Various*

*Marketing Intern, Sales Associate, Server's Assistant, Tutor*

- Honed client service and organization skills by facilitating operations of a boutique fitness studio, established 300 influencer relationships at a boutique, assisted at a fast-paced, high-end restaurant and tutored children ages 3-14, effectively communicating with parents.

## COMMUNITY INVOLVEMENT

---

### Big Brothers Big Sisters of America – Chapel Hill, NC

*November 2021 – Present*

*Big Sister Mentor*

- Provide one-on-one mentoring to a middle school girl, fostering a positive and supportive relationship. Aiding the development of essential life skills, including communication, time management and goal setting.

### Chi Omega Fraternity – Chapel Hill, NC

*January 2022 – December 2022*

*Website Manager*

- Developed creative website to represent unique identities of over 200 women, placing emphasis on sisterhood and philanthropic activities.

## CERTIFICATIONS AND SKILLS

---

**Public Relations Council, Agency Ready Certificate Recipient**

**Skills:** Critical Mention, Muck Rack, Talkwalker, Cision, Canva, AP Style, Wix website design, media relations and industry analyses.