

Sandra Elliott Johnson

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[Linked In](#)

EDUCATION

Auburn University | Auburn, AL

December 2024

Bachelors of Arts, Public Relations

- GPA: 3.72/4.0
- Major GPA: 4.0/4.0

WORK EXPERIENCE

Pineapple PR | Atlanta, GA

January 2025 - Present

Public Relations Intern (Remote)

- Assist in drafting and distributing press releases, media alerts, and news pitches to local, regional, and national media outlets.
- Conduct media research and compile media lists to support outreach efforts and enhance client visibility.
- Manage and update media contact databases, ensuring accurate and up-to-date information for target outreach.

Auburn University Football Recruiting | Auburn, AL

August 2024 - December 2024

Recruiting Intern

- Assisted in organizing and executing recruiting events and visits for prospective student-athletes and their families.
- Supported the creation of promotional materials, including presentations and digital content, to highlight the Auburn football program.

INVOLVEMENT

PRSSA | Auburn University

January 2024 - December 2024

PR Committee

- Deliberate with three team members and the executive board to develop a brand kit and create content for various social media outlets.
- Successfully implemented new content strategies by creating content calendars to utilize SEO.

Project Uplift | Auburn, AL

August 2022 - Present

Volunteer

- Mentor underprivileged children by creating engaging and constructive activities.
- Ensure children are safe, comfortable, and engaged during visits and report back to parents and organization about behavior and emotional challenges after visits.

SKILLS

- Adobe Creative Suite
- Canva Design
- Microsoft Office
- Social Media
 - Instagram, Facebook, TikTok and X