



Bailey Rafter

Public Relations Specialist

My Contact

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Hard Skill

- Social media management
- Digital communications strategy
- Research & data analysis
- Google Analytics
- Front-end Web Development

Soft Skill

- Observation
- Decision making
- Communication
- Design Thinking
- Empathy

Education Background

- MPS in Public Relations & Corporate Communications
Georgetown University
Completed in Fall 2022
- BA in English: Language & Literature, Professional Minor in Management & Organizational Leadership
Stevenson University
Completed in Spring 2020
- Google Analytics
Certification in Google Analytics (General and 360), Google Tag Manager, and Data Studio
Completed in 2020

About Me

Recent Georgetown University PRCC masters program graduate specializing in social media management and digital communications strategy. Looking to apply my 6 years of academic and 3 years of professional experience to help make your business goals a reality.

Professional Experience

Viewpoint Jane | Web Designer & Marketing Consultant
January 2020 – July 2020

Key responsibilities:

- Chief designer of the Viewpointjane.com website, including all logos, website layout, and subscription features.
- Established social media channels and consulted on best practices for posting, engagement tracking, and networking.

Stevenson University School of Humanities & Social Sciences | Intern
Sept 2019 – May 2020

Key responsibilities:

- Managed SHS social media platforms and blog.
- Organized, promoted, and executed events
- Developed projects for SHS and consulted on University website writing and media.
- Organized and assisted Dean in running SHS Student Advisory Board

R2Integrated | Strategy Team Intern
June 2019 – August 2019

Key responsibilities:

- Developed content calendars and decks for clients.
- Assisted Strategy Team in brainstorming sessions and team meetings for clients.
- Collaborated on a weekly Digital Media Recap Newsletter.

Stevenson University English Department | Student Assistant
Oct 2018 – July 2019

Key responsibilities:

- Managed social media platforms, wrote for the literary blog, and organized content calendars.
- Planned and promoted events on social media platforms.
- Recruited prospective students and spoke publically and individually with those students and their parents.

Relevant Course Work

Masters Degree

- Conversations Regarding Ethics
- Elements of Communications Planning
- Public Relations Writing
- Communications Research
- Digital Analytics & Measurement
- Digital Communications Strategy
- Public Affairs
- Design Bootcamp
- Project Management & Budgeting for Communications
- PRCC Capstone

Bachelors Degree

- Organizational Behavior
- Organizational Leadership
- Public Relations Writing
- Principles of Management
- Employment Law
- Human Resource Management
- Writing and Education

Achievements

- 2020 Organized and directed a high school level Summer Writers Workshop camp through Stevenson University.
- 2019 Set precedents for all current social media practices within the Stevenson University English department, and trained replacement.
- 2019 Presented literary research alongside peers & faculty and represented the whole of the Stevenson University School of Humanities and Social Sciences at the 2019 Scholar's Showcase