

# DEMERY PENNINGTON

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## EDUCATION

### UNIVERSITY OF OKLAHOMA, **PUBLIC RELATIONS**

Public relations major, psychology minor  
Cumulative GPA: 3.92  
Class of May 2019

### OU STUDY ABROAD | **UNITED KINGDOM**

Studied British Media Studies and British Media Systems  
Gaylord College Study Abroad Program  
May - June 2017

## INVOLVEMENT

### OU PRSSA | **PRESIDENT**

Oversees 100+ members of chapter and executive board  
Serves as main point of contact for internal & external affairs

### PRSSA NATIONAL | **LEADERSHIP RALLY**

Attended annual event in Scottsdale, AZ  
Represented the University of Oklahoma as President

### LINDSEY + ASP | **ASST. PR DIRECTOR**

Served on leadership for student-run advertising + PR agency  
Co-led the Research Department

### OU PRSSA | **AGENCY TOURS**

Attended informational agency tours with OU PRSSA  
Visits in Chicago, Dallas and New York City

## AWARDS

### OU | **PRESIDENT'S HONOR ROLL**

Received honor for seven 4.0 semesters

### PR CAPSTONE | **BEST CAMPAIGN AWARD**

Awarded best year-long communications campaign  
Client: Smoothies-N-Things

## INTERESTS

Travel | Food | Exercise | Socializing | Crafts | Skiing  
Planning | Concerts | OU Football | Lake Season | Holidays

## EXPERIENCE

### **GOODEN GROUP | ACCOUNT ASSOCIATE**

June 2019 - Present (Edmond, OK)

- Manage multiple client projects, accounts, events
- Strategize, craft PR documents, material
- Guide media relations, press relationships, pitching

### **GOODEN GROUP | PUBLIC RELATIONS INTERN**

January 2018 - May 2019 (Edmond, OK)

- Drafted media materials, releases, blogs, etc. for clients
- Assisted with client-facing tasks, meetings, events

### **FLEISHMANHILLARD | PUBLIC RELATIONS INTERN**

June - August 2018 (Dallas, TX)

- Analyzed influencer strategy, execution, measurement
- Packaged research, notes, presentations for clients
- Clients: Lowe's, Frost Bank, Academy, Phillips 66

### **SMOOTHIES-N-THINGS | CAMPAIGN COORDINATOR**

August - December 2018 (Norman, OK)

- Created, designed a year long communications campaign
- Won capstone Best Campaign award

### **MOVEMBER FOUNDATION | ACCOUNT LEAD**

August - December 2017 (Norman, OK)

- Led Lindsey + Asp, student-run agency account
- Raised awareness for foundation's mission

### **OK MESSAGES PROJECT | RESEARCH CONSUL.**

August - December 2017 (Norman, OK)

- Conducted interviews, surveys, focus groups, etc.
- Used data to suggest communication improvements

### **OK GEOLOGICAL SURVEY | COMMS. INTERN**

August 2015 - May 2016 (Norman, OK)

- Managed social media accounts, monthly newsletter
- Designed flyers, brochures, advertisements
- Assisted with photography and education outreach

## PROGRAMS

Cision | Critical Mention | Adobe InDesign | HootSuite | Wakelet  
Nuvi | Wordpress | MailChimp | Microsoft Suite | Google Suite