

Adam Peele
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Portfolio: <https://anp010.wixsite.com/myportfolio>

Education:

University of North Carolina at Pembroke

Bachelor of Science in Mass Communication, graduated May 5, 2018

Concentration: Public Relations, Minor: Journalism

- Alpha Chi Honor Society (2016-2018)
- Study Abroad Ireland (2017)
- PR Rookie of The Year (2017)
- PR Outstanding Graduate Award (2018)
- Graduated Cum Laude

Professional Statement:

I am highly motivated and eager to put my skills to work in the communications field. On a personal level, I am a dedicated leader who is detail-oriented with great communication skills. If given the opportunity, every effort will be made to make an impact and contribute in any manner requested.

Professional Work Experience:

Public Relations and Marketing Manager, Arts Council of Scotland County (2020-)

My duties consist of creating and maintaining a favorable public image for the arts council by leveraging existing media relationships while also cultivating new contacts within local businesses and media outlets.

Public Relations Representative, J.D. McDuffie Racing (2022)

My role is to promote the legacy and career of the late J.D. McDuffie through various campaigns with goal of getting J.D. into the NASCAR Hall-of-Fame.

Financial Aid Officer, St. Andrews University, Laurinburg, NC (2021)

My duties consisted of counseling and advising students and parents on the various financial aid programs, assisting with the administration of one or more federal, state, or institutional financial aid programs, evaluating Financial Aid applications to determine student eligibility for various financial aid programs, and collecting data and keeping accurate records.

Social Media Manager for Central United Methodist Church, Laurinburg, NC (2015-)

My duties consist of a daily overview of the church's Facebook page, promoting upcoming events, ensuring accurate information is on the church's website and Facebook, and developing a social media strategy and looking for new social media sites to support the church's ministry.

The Public Relations Student Society of America President, UNCP (2017-2018)

My duties as President consisted of appointing committees and advising chairs, delegating responsibilities of officers and committees, directing all chapter activities, and establishing goals and objectives for the chapter while serving as the primary contact for the PRSSA National Committee.

Southeastern Community Health Education Center Intern, Lumberton, NC (2017)
My duties consisted of collecting and analyzing data to identify community needs prior to planning, implementing, monitoring, and evaluating programs designed to encourage healthy lifestyles.

University Communications and Marketing Intern, UNCP (2017)
My duties consisted of managing the University's media list, drafting, distributing and pitching news releases and other stories, while assisting with the design of marketing materials for major campus events.

Social Media Manager for The Pine Needle, UNCP's Campus Newspaper (2017- 2018)
My duties consisted of promoting the University's newspaper, administrating the creation, and publishing of relevant, original and quality content, creating a regular publishing schedule and implementing a calendar to manage content and plan specific, timely campaigns.

Skills:

- Research
- Writing
- Relationship-building
- Attention to detail
- Event planning
- Social media
- Photography
- Ability to work independently

References:

Dr. Emilia Bak, Assistant Professor UNCP Mass Communications
(404-990-6182) emilia.bak@uncp.edu

Dora Sharber, Chair Arts Council of Scotland County
(910-277-6646) dcs45@roadrunner.com

Olivia Fitzgerald, Office Manager Arts Council of Scotland County
(919-608-2163) whitakers1966@icloud.com

Myra Stone, Marketing and Membership Manager Laurinburg/Scotland County Area Chamber of Commerce (910-280-8711) mstone@laurinburgchamber.com

Rev. Bobby Dean, Pastor Central United Methodist Church
(910-544-9339) bdean@nccumc.org

Brian Stanley, Vice President of Enrollment Management St. Andrews University
(910-277-5453) stanleybk@sa.edu