

Amelia Wilkins

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Summary

Public Relations student at Kennesaw State University with experience in influencer marketing, social media content creation and brand campaign support. Skilled in strategic communication, media relations and audience engagement. Passionate about storytelling, brand strategy and creating meaningful connections between brands and consumers.

Education and Training

Expected in 12/2026 Kennesaw State University - Kennesaw, GA

Bachelor of Science Public Relations

Skills

- Public relations tactics
- Campaign management
- Social media strategy
- Communications strategies
- Customer engagement
- Effective communication

Experience

Public Relations Intern, 01/2026 - 06/2026

Boxxie Party - Atlanta, Georgia

- Planned influencer marketing campaigns by researching social media trends and digital engagement strategies to drive brand awareness.
- Created social media content concepts that increased brand visibility across digital platforms.
- Developed influencer outreach lists by identifying creators aligned with brand values and target audiences.
- Contributed to campaign logistics, including product organization and fulfillment processes for PR mailers.

Operations Manager, 05/2022 - Current

Bridgemill Athletic Club - Canton, GA

- Directed daily pool operations to ensure facility readiness and compliance with safety protocols.
- Managed, trained, and scheduled a team of 20 lifeguards, fostering collaboration and leadership skills.
- Cultivated strong member relationships through proactive communication and outstanding service.
- Implemented organizational systems for inventory and equipment, demonstrating attention to detail and problem-solving abilities.

Server/Food and Beverage Cart Attendant, 08/2022 - Current

Bridgemill Athletic Club - Canton, GA

- Cultivated positive customer relationships through attentive service and effective communication, enhancing overall customer satisfaction.
- Collaborated with kitchen and bar staff to streamline communication, improving service efficiency.
- Excelled in high-pressure environments by multitasking to ensure seamless service delivery.
- Coordinated communications campaigns and events under tight deadlines with precision and efficiency.

Certifications & Licenses

- HubSpot Social Media Certified
- Muck Rack- Fundamentals of Media Relation