

emilie ravain

LSU Manship School of Mass Communication May 2023 Graduate

WORK EXPERIENCE

JUNIOR ASSOCIATE

Spears Group, Integrated Marketing Communications Firm www.thespearsgroup.com

June 2021 - December 2021

New Orleans, LA

- Supported the events and experiential marketing division with planning, promotion and customer service aspects of several large-scale festivals.
- Supported the public relations division by creating social media graphics, promotional video storyboards and conducting market research with cold calling prior to campaign launches.
- Edited press releases, analyzed brand awareness data and conducted market research for upcoming festivals and events.

WEDDING PLANNER ASSISTANT/LEAD DAY-OF PLANNER/SOCIAL MEDIA INTERN

Ashleigh Elizabeth Weddings

www.ashleighelizabethla.com

January 2020 - present

New Orleans, LA

- Develop detailed timelines.
- Serve as lead day-of planner and oversee support staff.
- Coordinate all day-of logistics from bridal prep through reception conclusion.
- Create social media content to develop brand awareness with content calendars and strategic posts.
- Conduct final site visits, coordinate deliveries, assist bridal parties, run processions and group photos.
- Worked approximately 50+ weddings in New Orleans, Baton Rouge and surrounding areas.

WEDDING DAY COORDINATOR

Bailey Rose Weddings

www.baileyroseevents.com

May 2021 - present

New Orleans, LA

- Serve as lead day-of coordinator to ensure the wedding day runs smoothly.
- Develop detailed timelines.
- Conduct setup of reception venues and serve as primary contact for vendors.
- Coordinate bridal timeline meetings.
- Worked numerous boutique, destination weddings in New Orleans, LA and Florida.

ACTIVITIES and LEADERSHIP

LSU 2023 BATEMAN COMPETITION TEAM

Team Captain

September 2022 - present

Selected by Manship School of Mass Communication faculty to be a member of the six-person PR campaign team to compete in the PRSA premier national case study competition against 75 universities. Elected by team members to serve as captain.

LSU CHAPTER OF PHI KAPPA PHI

Student Vice President

January 2022 - present

Appointed to increase chapter visibility, serve as a campus ambassador and coordinate meetings.

LSU PANHELLENIC COUNCIL

Recruitment Counselor

May 2022 - August 2022

Selected as an operations manager for the 2,000+ people coming through Panhellenic recruitment.

LSU STUDENT GOVERNMENT

Assistant Director of Programming

March 2021 - March 2022

Appointed to assist in the development and promotion of campus-wide programs and events for the LSU student body.

Freshman Leadership Council

August 2020 - May 2021

Selected from incoming freshman class to join this council of potential campus leaders.

LSU PRSSA

Proactive member

Fall 2020 - present

Spoke on internship panel and developed graphics.

DELTA ZETA SORORITY

New Member Assistant

Fall 2020 - Spring 2022

Serve as assistant to VP of new member education. Assist with weekly informational meetings for all new members and organize events.

Lead Bid Day Planner

Coordinated bid day event for 400 members. Served as a vendor liaison, designed banners and coordinated setup.

LSU DANCE MARATHON

Team Captain

Fall 2020 - April 2021

Recruited team members and organized fundraising events that raised \$5,000 of the \$200,000 total for Our Lady of the Lake Children's Hospital.

HONORS and AWARDS

PRSA NOLA RISING STAR AWARD

Awarded by the New Orleans chapter of the Public Relations Society of America to an outstanding soon-to-be graduate who has demonstrated incredible work ethic, exceptional competence, skill and leadership potential. Nominated by my employer, Spears Group, while a Junior Associate.

LSU TIGER TWELVE FINALIST

Each spring, LSU recognizes 12 outstanding seniors who contribute positively to campus life, surrounding community and society. Made the top 26 representing .5% of the graduating class of 2023.

THE HONOR SOCIETY OF PHI KAPPA PHI

Membership is by invitation only and awarded to the top 7.5% of juniors and 10% of seniors in all fields of study and based on academic achievement, integrity and high ethical standards.

PHI KAPPA PHI OUTSTANDING JUNIOR AWARD

Selected by faculty officers for this financial scholarship for exemplifying the ideals set forth by the organization.

PHI ETA SIGMA NATIONAL HONOR SOCIETY

The nation's oldest and largest honor society that recognizes academic excellence among first-year students in all disciplines of higher education.

LSU DISTINGUISHED COMMUNICATOR CANDIDATE

Candidates undergo a variety of training experiences to develop writing, speaking, visual and technological communication skills. They participate in communication-certified classes and develop an in-depth digital portfolio.

LOUISIANA TOPS HONORS AWARD

Scholarship awarded to Louisiana students based on GPA and ACT scores.

EDUCATION

LOUISIANA STATE UNIVERSITY

B.A. in mass communication -
public relations concentration

Minor in business administration

GPA: 3.89

Graduation Date: May 2023

Will complete B.A. in three years.

SKILLS

Team leadership

Event planning

Event promotion

Public relations

Client support

Social media marketing

Campaign activations

SOFTWARE

Google Suite

Microsoft Office Suite

Canva

AislePlanner

InDesign

Photoshop

PremierePro

Illustrator

iMovie

CERTIFICATIONS

Hubspot

Inbound Sales

Muckrack Fundamentals

of Social Media

Assistant Wedding Planner

Course

CITI Social and Behavioral

Research

LSU Communicator

CONTACT INFO

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[Digital Portfolio](#)

[LinkedLn](#)