

NORA WAHLBRINK

CONTACT DETAILS

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EDUCATION

BACHELOR OF ARTS IN COMMUNICATION

UNIVERSITY OF ALABAMA, MAY 2019

- Presidential Scholar (full scholarship)
- Major: Public Relations
- Minor: General Business
- GPA: 4.0/4.0

SKILLS & CERTIFICATIONS

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Hootsuite
- Google AdWords Certified

AWARDS & INVOLVEMENT

- Alice Magazine Contributing Writer
- Bright Minds Reading Volunteer
- CEA Study Abroad - Prague (2018)
- CreateAthon Nonprofit Team Member
- "The Crimson White" student newspaper Page Designer (2017)
- Filter of Hope Clean Water Fundraising Volunteer
- Honors College
- Kappa Tau Alpha Communication Honor Society
- President's List
- PRSSA Alabama VP of Social Media (2017)

RELEVANT EXPERIENCE



SIEMENS GOVERNMENT TECHNOLOGIES

MAY 2018 - PRESENT | ARLINGTON, VA.



COMMUNICATION INTERN

- Produce a bi-weekly internal newsletter sent out to over 500 employees
- Assist with executive communication, including preparation for a Wall Street Journal interview
- Create and design fact sheets and news releases for press distribution
- Support the management of a factory closure with congressional opposition



CAPSTONE AGENCY

AUG 2016 - PRESENT | TUSCALOOSA, ALA.

Capstone Agency is the University of Alabama's student-run integrated communication firm, nationally recognized by PRSSA as the No. 1 student-run firm in 2018.



MEDIA DIRECTOR

APRIL 2018 - PRESENT

- Proofread and approve long-form deliverables for all agency clients including blog posts, pitches and media releases
- Create media lists and pitch online and traditional outlets for Less Than U Think, an anti-binge drinking campaign which uses humor to resonate with college students.



ASSISTANT DIGITAL DIRECTOR

APRIL 2017 - DEC 2017

- Proofread and approved social media content for all agency clients
- Wrote digital content for American Cancer Society's Real Men Wear Pink Campaign



DIGITAL ASSOCIATE

AUG 2016 - APRIL 2017

- Planned and developed Twitter, Instagram and Facebook content for Juice Bar, the agency's first consumer client



SOCIAL NOVA EVENTS

MAY 2016 - JAN 2018 | WASHINGTON, D.C.



MARKETING INTERN

- Created, scheduled and managed daily Instagram content for the company's main brand, tripling their following in the first year with 6,724 new followers
- Handled customer service and partnership inquiries through company email