

Elizabeth Schaible

Public Relations Specialist

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A strategic communicator who aims to serve clients with zeal, transparency and dedication.
Excels in public speaking, organization and time management.

WORK EXPERIENCE

Public Relations Specialist for Cordia Energy Solutions / The Cronkite Agency

January 2024 - Present

- Work with a team to produce strategic communications campaigns for Cordia Energy
- Construct S.M.A.R.T. communications goals for the semester, develop client media list, draft pitches to local and national media, film campaign videos and post social media content, monitor social media engagement metrics, create infographics, update website to simplify redundant and complex information, draft blog posts for online newsroom

Arizona Horizon

August 2022 - Present

- TV Production Intern (Aug. 2022 - Dec. 2022) Promoted to Student Intern Coordinator (May 2023 - Present)
- Write the newscast scripts on ENPS and organize show rundowns for daily productions
- Write news summary articles that are posted on the Arizona PBS website
- Utilize SEO strategies & develop engaging content on Media Manager and WordPress
- Coordinate and facilitate intern training at the beginning of each semester
- Book guests each week for the Friday show, the "Journalists' Roundtable"
- Draft tweets to post on Arizona Horizon's X account

Cronkite Equipment Lab

January 2022 - Present

- Equipment Manager (Jan. 2022 - May 2023) Promoted to Team Supervisor (May 2023 - Present)
- Manage and understand various pieces of broadcast equipment, such as Canon video cameras and DSLRs
- Oversee computer system by checking equipment in and out to students
- Create weekly work schedules and serve as point of contact in the lab when working with other team members

Publicity Intern / SparkPoint Studio

August 2023 - December 2023

- Compose media lists and research potential outlets for pitching
- Draft press releases for numerous authors
- Track Influencer posts on social media
- Create photo collages of Instagram photos and brand logos

EDUCATION

WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION

BA IN JOURNALISM AND MASS COMMUNICATION

Phoenix, Ariz. | Expected Graduation: May 2024 | Cumulative GPA: 4.27 | Dean's List

PRSSA Member, ASU Chapter

SKILLS

Proficiency

Microsoft Word, Excel, Outlook and Powerpoint; Canva;

Adobe Creative Suite, AP Style

Research

Muck Rack, Cision

Public Speaking

Organization

Time Management

Collaboration & Teamwork

RELEVANT COURSES

Public Relations Research

- Conducted primary and secondary research for a client utilizing qualitative and quantitative methods
- Assembled a final research report featuring a company backgrounder, communications audit, interview, survey, social media tracking and final evaluation with recommendations

Writing for Public Relations

- Researched a chosen client and created a final portfolio composed of various written assignments
- Learned how to design and produce strategic plans, news releases, media kits and executive communications

Principles of Strategic Communications

- Introduced public relations, strategic media and related areas to the practices and principles of public relations in corporate, nonprofit, agency, government and other settings

Defining the Digital Audience

- Explored how community, consumer, social psychology and theory converge on digital platforms and social networks
- Analyzed the digital presence of a brand

Videography

- Conceived, planned, shot, wrote and edited television news packages
- Learned sequencing, framing, lighting, sound, story structure, news judgment, storytelling and editing

Television News Reporting

- Reported and produced television news packages
- Learned visual storytelling skills including writing, reporting, videography and editing for broadcast and other platforms