

Reid Zura

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EDUCATION:

Bowling Green State University (BGSU)

Bowling Green, OH

Bachelor of Science in Journalism, Expected Graduation: May 2021

Specialization: Public Relations GPA: 3.9

SKILLS AND LANGUAGES:

- Proficient in German (Reading, Writing and Speaking)
- Experience in Microsoft Office (Word, Excel, PowerPoint, Access)
- Experience with Cision PR software

EMPLOYMENT EXPERIENCE:

02/2019 – Present **Falcon Communications** Bowling Green, OH

Assistant Firm Director and Account Executive

- Assign and schedule tasks for members of the team
- Produce weekly content and schedule social media posts on various platforms
- Report weekly updates to the Firm Director

02/2018 – Present **Cracker Barrel Old Country Store** Perrysburg, OH

Host

- Greet and Assign guests to tables that meet their expectations
- Maintain an appropriate server rotation
- Provide assistance in other areas when needed

06/2019 – 07/2019 **Cracker Barrel Old Country Store Home Office** Lebanon, TN

Corporate Communications Summer Scholar Intern

- Assist the team in keeping the brand in relevant, positive and effective news coverage
- Create and update media list for targeted DMAs
- Generate monthly coverage reports based on coverage data

CAMPUS & COMMUNITY INVOLVEMENT:

- Mentor, Office of Off-Campus Student Services, BGSU, May 2019- Present
- Member, Public Relations Student Society of America, BGSU, August 2018 – Present
- Member, Wood County Teen Court, Bowling Green, OH, August 2014 – June 2018

VOLUNTEER EXPERIENCE:

- Nashville Pride Festival, Nashville, TN, June 2019
- Habitat for Humanity, Bowling Green, OH, December, 2018
- Wood County Youth Olympics, Bowling Green, OH, August 2014 – August 2018

AWARDS AND ACIEVMENTS:

- The Good Egg recipient, Cracker Barrel Corporate Communications
- Dean's List, Fall and Spring Semester 2018-19 academic year
- Employee of the Month, Cracker Barrel Store #104