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# Elizabeth Korda

## SUMMARY

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Strategically-minded public relations and communications professional skilled in facilitating optimal business operations by building successful internal and external communications plans. With 3 years of experience in communications and proven skills in writing, editing, design, and content management, I hope to cultivate positive community and media relations in my next role.

## SKILLS

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Microsoft Suite	Advanced
Google Suite	Expert
Adobe Creative Studio	Intermediate
Canva	Advanced
Nikon D3400	Advanced
Business Writing	Advanced
Content Creation	Advanced
Editing and Proofreading	Expert
Stakeholder Communications	Intermediate
Editorial Calendar Strategy	Intermediate
Social Media Monitoring and Administration	Advanced
Content Development	Advanced
Corporate Communications	Beginner
Survey Creation	Intermediate
Graphic Design	Intermediate
Photography	Advanced

## LANGUAGES

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English	Native
Romanian	Native
Spanish	Intermediate

## EXPERIENCE

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### Communications Coordinator and Writer

Kimberly-Clark Corporation

01/2021 - 06/2021

- Created 50% of the content for company intranet and regularly posted documents, updates and clear communications pathways.
- Conducted research and interviews with employees for stories
- Provided insights for ongoing tasks, metrics reports, and press releases.
- Maintained message consistency across all channels to fully support short- and long-term communications goals.

### Communication Coordinator/Graduate Assistant

DePaul University

02/2020 - 03/2021

- Designed an online portfolio publication for PRAD graduates featuring their website and contact info
- Delivered SEO and Research/Data Analysis of audience engagement
- Formulated research in qualitative and quantitative methods.
- Wrote and edited content for operations, marketing and public relations needs.

### Writing Tutor and Mentor

DePaul University

12/2019 - 03/2021

- Facilitated one-on-ones with approx. 20+ students a month on editing, citations, and overall structure/flow
- Counseled students in group projects, midterm/exam papers, and case studies/research
- Mentored assigned student mentees while crafting effective learning plans to address students' writing weaknesses and strengths.
- Increased student traffic and use of services by 35% and provided individual tutoring sessions for students struggling in composition writing.

### Social Media Manager

ZEMA Non-Profit

11/2018 - 04/2019

- Monitored online presence of ZEMA to engage with users and strengthen customer relationships.
- Curated and segmented 90% of the editorial content to increase engagement and channel growth.

## EDUCATION

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### Public Relations and Advertising

DePaul University

2021

Master of Arts

- Graduated with Distinction
- GPA: 4.0

### Communications and Media Studies

Moody Bible Institute

2019

Bachelor of Arts

- Graduated with Magna Cum Laude
- GPA: 3.8

## CERTIFICATES

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### Institutional Review Board

09/2020 - 09/2023

- Developed 50% of marketing content such as blogs, promotional materials and advertisements for social media.

### Editorial Research and Account Manager

The Creative Agency

02/2018 - 05/2019

- Vetted 50% of archived media for new website content and overall image
- Secured high-value accounts through consultative selling, effective customer solutions and promoting compelling business opportunities.
- Coordinated campaign brief specifics between the client and graphic design/copywriter team Social Media and Content Manager.
- Boosted sales numbers with proactive account servicing and diligent relationship-building.

### Lead Writing Tutor

The Writing Center

09/2015 - 05/2019

- Supported 30+ students a month while crafting effective learning plans to address students' writing weaknesses and strengths.
- Developed and managed The Writing Center's social media page on Facebook
- Increased student traffic by 40%
- Designed handouts and educational materials to help students improve writing skills.

### Librarian's Assistant Volunteer

Timothy Christian High School

09/2012 - 05/2015

- Shelved and organized books using both library systems
- Repaired and restored old and worn books
- Marketed library's many services to visitors and patrons through active communication.
- Handled check-in and check-out process of library books and materials at circulation desk.
- Educated patrons on use of reference sources, card catalogs and automated information systems.
- Gained strong understanding of various methods for cataloging books and other materials.