

ELIZABETH HAYEK

512-956-0960
ElizabethHayek3@gmail.com
www.hayekportfolio.com/

Advertising & Public Relations Graduate with a passion for storytelling and community engagement. Combines strong digital content creation and multimedia production skills with a mission-driven mindset to connect audiences and amplify organizational impact. Proven ability to craft compelling narratives and build social media communities through creative campaigns and strategic communication.

[Portfolio Website Link](#)

EDUCATION:

University of Arkansas – B.A. in Advertising & Public Relations, May 2025 (GPA: 3.8)

Awards & Acknowledgments : *Honors:* Dean's List 2021-2025; Academic Scholarship recipient; Study abroad in Spain (Spring 2024)

EXPERIENCE

University of Arkansas Libraries – *Public Relations Assistant* | Fayetteville, AR (Oct. 2024–Present)

- **Social Media Strategy & Growth:** Overhauled @uarklibraries Instagram, achieving 1.25M+ views, 533.6K reach (+6,400%), 86.4K interactions (+100%), 23.5K profile visits (+997.8%), and a 100% increase in followers. Created 200+ posts, boosting content output by 221%.
- **Multimedia Production:** Design visuals and video content using Adobe Creative Cloud (Illustrator, Photoshop, Lightroom, Firefly, Premiere Pro), ensuring brand consistency across platforms.
- **Crisis & Emergency Communications:** Led real-time updates during an active shooter alert at the main library, delivering accurate information and coordinating messaging across social platforms.
- **Internal & External Communications:** Write feature articles for the Libraries' website and produce weekly internal newsletters via Constant Contact for faculty and staff, covering campus news, DEI initiatives, and events. Promote student events and manage on-site and post-event coverage.
- **Executive, Donor Relations & Fundraising:** Supported the Dean of Libraries with high-level communications and events involving major donors, university leadership, and visiting officials. Co-led a one-day digital campaign that raised nearly \$3,000. Created and scheduled promotional content to drive awareness and engagement.

KUAF 91.3 FM (NPR Affiliate) – *Student Reporter* | Fayetteville, AR (Jan. – May 2025)

- **Broadcast Journalism:** Researched, scripted, and produced 3 original radio segments for *Ozarks at Large*, each approximately eight minutes long and focused on local community stories. Traveled to locations with field equipment and coordinated interviews with small businesses, nonprofits, and community leaders.
- **Audio Production:** Edited hours of recorded audio using Adobe Audition. Wrote scripts, voiced narration, and mixed sound to deliver high-quality pieces that aired to a large regional audience in Arkansas and Oklahoma on an NPR affiliate.

Southwest Business Corporation – *Public Relations & Communications Intern* | San Antonio, TX (Summer 2024)

- **Production & Creative Support:** Assisted on four commercial shoots for insurance products, handling setup, equipment, and behind-the-scenes photography. Created short videos and marketing collateral for campaigns.
- **Digital & Corporate Communications:** Drafted internal newsletters, B2B emails, press releases, and media pitches. Built social media calendars and calls-to-action to boost outreach and lead generation.
- **Marketing Strategy & Collaboration:** Helped the VP of PR execute cross-platform campaigns and enhance executive presence on LinkedIn. Worked with PR, creative, and executive teams on content strategy and brand storytelling.

SKILLS

- **Digital & Analytics:** Social Media Strategy (Instagram, LinkedIn), Content Planning, Engagement Growth, Analytics Tools (Instagram Insights, Meta Business Suite), CMS, SEO practices in response to AI-generated search, Deep AI Knowledge
- **Multimedia Production:** Adobe Creative Cloud (Photoshop, Illustrator, Lightroom, Premiere Pro, Firefly Audition), Photography, Videography, and Field Recording, Scriptwriting & Voice Narration for Broadcast
- **Public Relations & Communication:** Press Releases, Internal Newsletters, & Email Campaign, Media Pitching & Community Outreach, Fundraising Communication & Event Promotion, AP Style & Journalistic Writing
- **Project Management & Collaboration:** Cross-Team Communication & Campaign Execution, On-Set Production Assistance & Equipment Setup, Interview Coordination & Story Development, Strong Time Management, Creativity, and Adaptability

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Work References:

Jason Battles

Dean of the University of Arkansas Libraries

University of Arkansas

479-575-6702

jasonjb@uark.edu

Dean Battles has been one of my supervisors during my role as Public Relations Assistant at the University of Arkansas Libraries.

Kelsey Lovewell

Director of Public Relations

University of Arkansas Libraries

479-575-7311

klovewel@uark.edu

Kelsey has been my head supervisor in my current role as Public Relations Assistant since October 2024.

Matthew Moore

News Director

KUAF 91.3 Public Radio / Ozarks at Large

501-548-4343

mrm081@uark.edu

Matthew was my professor for a KUAF radio class in Spring 2025 and served as my editor for three stories that aired and were published on the Ozarks at Large website.

Lisa Pinto

Vice President of Public Relations & Corporate Communications

SWBC

210-321-7328

lpinto@swbc.com

Lisa was my supervisor during my role as a Public Relations & Communication Intern in the summer of 2024.