

EDUCATION

The University of Georgia

Bachelor of Arts in Public Relations
Music Business Certificate
2019 New York Field Study in Advertising & Public Relations
Expected Graduation date: May 2021
GPA: 3.73/4.0

COURSEWORK

- Promotion & Publicity Techniques for Music Business
- Public Relations Management
- Fundamentals of Music Business
- Insights & Analytics
- Business Fundamentals as Applied to the Music Industry
- Public Relations Communication
- Writing and Reporting Across Platforms
- Media, News, and Consumers
- Media Entertainment & Popular Culture

SKILLS

- AP Style
- Media Pitching
- Press Release Writing
- Social Media Marketing
- Interviewing
- Press Kits
- Media Relations
- Outlet Research

CERTIFICATES

Google Analytics for Beginners
Google | Issued: November 2020

Agency-Ready Certificate
PR Council | Issued: August 2020

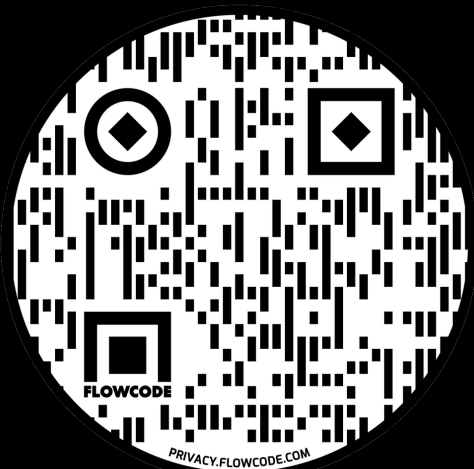
Fundamentals of Media Relations
Muck Rack Academy | Issued: June 2020

Photoshop CC Essential Training: The Basics
LinkedIn Learning | Issued: October 2019

PROJECT

Nuçi's Space Media Kit
January 2020 - May 2020

My final project from the Public Relations Communications course, which contains traditional and digital press materials.



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EXPERIENCE

Sweetheart Pub | Atlanta, GA (Remote)

PR Intern | January 2021 - Present

- Helped launch a podcast featuring music industry professionals.
- Search for noteworthy press/quotes to include in client reports.
- Edit podcast transcripts to guarantee accessibility for each episode.

UGA Enterprise Information Technology Services | Athens, GA

PR/Marketing Student Assistant | September 2020 - Present

- Adhere to UGA branding during content creation to maintain consistency.
- Craft ~30 posts/week for Facebook, Instagram and Twitter.
- Review copy and visuals of print/digital materials for cohesiveness.

The Dean's List | Charlotte, NC (Remote)

Media Relations & PR Intern | August 2020 - December 2020

- Researched opportunities across multiple industries for ~30 clients.
- Kept track of existing media relationships among clients.
- Crafted client pitches for local/national outlets to gain press coverage.

Talking Dog Agency | Athens, GA

Co-Director of Member Relations | April 2020 - Present

- Led a team of 12 in the virtual recruitment of 135 applicants.
- Advise 10 PR specialists and 2 interns to ensure quality client work.
- Develop agency policies to promote a positive atmosphere.

PR Specialist | September 2019 - April 2020

- Brainstormed PR strategies to achieve client's outreach goals.
- Created and maintained a media list of local outlets.
- Drafted newsworthy client pitches for earned media opportunities.

Baby Robot Media | Los Angeles, CA (Remote)

Publicity Intern | June 2020 - August 2020

- Researched media outlets to update press contact list.
- Curated social media posts to raise awareness of new client press.
- Navigated WordPress by posting recent client press and artist pages.

CAMPUS INVOLVEMENT

The Chapel Bell | Athens, GA

PR Team Member | August 2020 - Present

The Red & Black Newspaper | Athens, GA

Culture Contributor | July 2019 - March 2020

Public Relations Student Society of America | Athens, GA

Member | February 2019 - Present

Tour Stop Ticket Sales Committee Member | February 2019 - March 2019