

Addison Prater

Edgewood, TX 75117 | Addikay2021@gmail.com | 903-275-1779 | [linkedin.com/in/addison-prater-4ab3a2231](https://www.linkedin.com/in/addison-prater-4ab3a2231)

Education

Texas Tech University, Lubbock, Texas May 2024
Bachelor of Arts: Public Relations and Strategic Communication Management
Certificate: Sports Media

- GPA: 4.0

Experience

Contractor | Quality Construction Services 06/24-Present

- Created, scheduled, and posted content for two different small businesses
- Helped strategically position three different small businesses to reach target audiences

Host | Texas Tech Club 10/23-4/24

- Optimize seating at different tables to ensure even workload for wait staff
- Tend to guest needs and requests

Content Creator/Event Coordinator | RaiderComm 1/23-05/23

- Shot content and created graphics for Texas Tech Student Recreation Center
- Aided in planning and executing the CreateAthon event
- Lead classmates in executing an RFP for Nick's Treats

Student Assistant | Texas Tech Engineering Career Center 11/22-05/23

- Created social media posts and flyers to keep students updated and engaged
- Assisted in the production of events for the center

Communications Intern | Core Products Company 05/22-07/22

- Created and Published 65 email templates to engage new and existing customers
- Cultivated an engaging social media presence that increased follower count by 4%

Leadership Opportunities

Kappa Tau Alpha | Member May 2024-Present

- Inducted as a member based on excellence in academic work

Kappa Kappa Gamma Sorority | Intramural Chair 0/21-5/24

- Lead and collaborate with my team to compete and win in every competitive sport
- Aided in the development of relations between sororities
- Collaborated with team members to create events for philanthropic efforts

Panhellenic Values Committee | Member 02/23-05/23

- Collaborate with peers to uphold and enforce the values that encompass the Panhellenic community

Junior Panhellenic | Member 02/22-04/22

- Enhanced leadership skills by participating in this educational, service program

Extracurricular Activities

Campaigns | Account Manager Fall 2023

- Lead a team that created a campaign for the Texas Tech Mental Health Initiative and won

Women in PR Conference Summer 2023

- Attended the Women in PR conference with the Texas Tech and Southwest Communications Team

Request for Proposal | Nick's Treats Spring 2023

- Presented a pitch to Nick's Treats a local business as a part of a competition and won

Published Article Spring 2022

- Wrote an article that was published in the Hub@TTU

Intramural Sports Spring 2022

- Collaborated with a team to compete in a variety of sports