



Bailie Pelletier

Contact

2617 Old Vines Dr.
Westfield, IN 46074

317-625-1038
bpelleti@purdue.edu

Education

Purdue University

B.A. Public Relations &
Strategic Communications,
Minor in Management

2015-2019

Skills

Adobe Suite

Social Media: messaging
and analytics

Cision

Public speaking and
presentation delivery

Branding and storytelling

Search engine optimization

Buffer & Hootsuite

Organizations

Purdue Swim Club

Purdue Study Abroad

President of a charity
dodgeball tournament

PR for Social Change
project manager

Awards / Achievements

PRSA Pinnacle Awards,
Best of Show -
Etcetera Campaign

Original article published
in the Indianapolis
Business Journal

I am a recent graduate of the Brian Lamb School of Communications at Purdue University, where I obtained my B.A. in Public Relations with a minor in Management. I am passionate about campaign development through media outlets that effectively attract the intended audiences. I possess a keen work ethic, proven leadership, and demonstrable success. Follow the link copied below to catch a glimpse of my past three years of work.

pelletierbailie.wixsite.com/portfolio

Relevant Experience

Buchanan Public Relations | Philadelphia, PA | Summer of 2019

Intern

- Responsibilities include: constructing pitches and media lists, creating social media content calendars, graphic design, writing blog posts and conducting various market research.
- Helped launch ultra-premium ice cream brand, Art cream
- Currently running social media accounts for Art cream, an accounting firm and an executive search firm.

Pondurance Cybersecurity | Indianapolis, IN | May 2018 - May 2019

Marketing Communications Specialist

- Started as Marketing Intern, promoted to current position upon conclusion of internship.
- Handled the production and implementation of blog posts, White Papers, sales collateral and landing pages.
- Strategically managed company's 3 social media platforms: increased average total engagement by more than 50% for each platform.

Boiler Communications | Purdue University | 2017-2019

Account Executive

- *Etcetera*: Effectively portrayed client as an expert in the fashion industry through the development and management of social content. Set goal to obtain 50 unique hits on blog site, obtained 150 by end of campaign.
- *USATalk.org*: Strategically raised awareness of a political discussion forum by 56.8% through social media promotion and content creation geared towards main publics.
- *Special Olympics*: Created the communication plan for the campaign, centered around social media strategy/engagement, increasing volunteer perception and understanding, and talent acquisition. The campaign resulted in 50 new Instagram followers, 80% increase in Facebook engagement and one new web development employee for my client.