

# Christina Mercedes Binz

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## EDUCATION

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### THE PENNSYLVANIA STATE UNIVERSITY

Bachelor of Arts in Public Relations, May 2010, Deans List

Psychology Minor, Emphasis in Sports Journalism

## PUBLIC RELATIONS EXPERIENCE

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**PENN STATE TEAM SPORTS** (*Ice Hockey Sports Information Director*) Sept. 2008-May 2009

-Wrote and distributed weekly pre-game and post-game press releases

-Created monthly newsletters and game-day program inserts

-Administered Facebook page and community blog

**FOX SPORTS PITTSBURGH** (*Media Relations Intern*) May 2008-Aug. 2008

-Wrote weekly press releases and monthly newsletters

-Designed weekly ads for local newspapers and e-mail blasts

-Administered Facebook and MySpace pages

**NORTH HILLS COMMUNITY OUTREACH** (*Philanthropy/Senior Intern*) Summer 2006/2007

-Collaborated with the Heinz Endowments to develop Requests for Proposal

-Reviewed non-profit's RFP applications and granted a total of \$50,000 to programs

-Trained and guided seven interns, while working inside the non-profit organization

## AFFILIATIONS

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**PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA** Sept. 2007-Present

*Active member, Lawrence G. Foster Chapter*

*Bateman Team member, 2009*

*Attendee at 2009 National Conference in San Diego*

-Traveled with chapter members and attended professional development sessions

**JOHN CURLEY CENTER FOR SPORTS JOURNALISM** Jan. 2009-Present

*Undergraduate Curricular Emphasis*

-Sports Writing and Sports Information classes

**HAPPY VALLEY COMMUNICATIONS** Sept. 2009-Present

*Account Associate*

-Develop PR campaign for Out of the Darkness Community Walk

-Responsible for creative content and promotional material

## SKILLS

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-Proficiency on PC and Mac, including Adobe programs

-Related coursework in public relations and marketing

-Experience in promotions through social media tools

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References available upon request

Professional Portfolio at: [www.personal.psu.edu/cmb5243](http://www.personal.psu.edu/cmb5243)