

# LUCY LUC



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[LinkedIn/Lucy Luc](#)



[My portfolio](#)

Enthusiastic and self-starter Public Relations (PR) practitioner who has 2+ years of experience with written and verbal communication planning to build strong partnerships for various stakeholders. Now looking for an internship opportunity to strengthen my entrepreneurial mindset in a deadline-driven, team-oriented environment while working with internal and external communication channels.

## EDUCATION

### Advanced Diploma Public Relations, Humber College

Cumulative GPA: 86.8

Dean's List Honour Roll | Fall 2021 – Winter 2023

### Relevant Coursework

Press Release Writing

Marketing Communications

Corporate & International PR

Media Relations

Strategic Communications

PR Research & Event

## WORK EXPERIENCES

### JESSON+ COMPANY COMMUNICATIONS INC.

May 2023 – Present

#### Public Relations Intern

- Assist in writing and researching pitches, newsletters, and external PR materials.
- Responsible for daily monitoring of media coverage and clippings on MRP for assigned clients.
- Create monthly reports highlighting media coverage, social media, spoiled agent E-blasts and MRP results.

### BEAUT POSTPONE

May 2023 – Present

#### Social Media and PR Manager

- Created newsletters, blog articles to promote business-launched products on social media, email and website.
- Created compelling content in 28 days for the "No Poo Challenge" campaign, attracting over 8K views on TikTok.
- Established and maintained daily organic content on Instagram, Facebook, and Kickstarter pages and implemented strategic promotional techniques to drive brand visibility.

### HUMBER COLLEGE

April 2022 – Present

#### Orientation Senior Leader | Student Success and Engagement

- Welcoming 1245+ first-year students by executing day-of Orientation events and weekly activities.
- Developing internal and external communication materials while leading a team of 92 volunteers.
- Brainstormed rewards and recognition programs for volunteers and achieved NPS score of 84 from volunteers' experience and gained 9.4/10 volunteer satisfaction from Orientation.

#### Peer Coach | Leadership Program

- Acting as an advisor and offering support to students looking to develop their talent themes and strengths.
- Fostering connection between students by delivering weekly Learning Skills workshops and Leadership events.
- Accomplished 6 hybrid coaching sessions, gained 100% of students signed up for a second meeting in one month.

**Alumni National Relations Manager | Vietnam**

- Distributed communication tools training for 9 local brands and associated with Alumni Night conference.
- Contributed ideas and patterns to a national plan involving alumni's engagement initiatives.
- Optimized digital content to gain access for 1k+ alumnus to social media channels.

**Content creator | YouthSpeak Series Event**

- Created content format for youth academic workshops under direction from Content Specialist.
- Assisted promotion materials that attracted more than 500 attendees for 3 events.
- Established content map for guest speakers and sponsors to ensure efficient operation of the Marketing team.

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## SKILLS

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**PRESS RELEASES AND COMMUNICATION**

Distributed and simplified communication materials across stakeholders followed Canadian Press style.

**TECHNICAL PROFICIENCIES AND SOCIAL PLATFORMS**

Experienced with Adobe Suite, MS Office, WordPress, Mailchimp, Canva, LinkedIn, Instagram, TikTok, Facebook.

**MEDIA RELATIONS**

Organized interviews with professional journalists and connected with other relevant professionals within the field.

**RESEARCH AND ANALYSIS**

Applied R.O.P.E. methodology to build a strategic communications plan from end to end.

**CUSTOMER SERVICE AND ADMINISTRATIVE**

Outstanding employee serving at an Afghan premium fast-casual restaurant since 2022 with 2+ years of front desk experience from Art studio to educational institution.

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## RELEVANT PROJECTS

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**Humber College in Partnership with SickKids Foundation.**

- Presented a persuasive charity speech for the organization to promote donations (March 2022).
- Interviewed with PR Director to analyze the organization for event partnership (October 2022).
- Developed USP points with deep research to identify target audiences, strategy tactics, and timing for the OOH promotion campaign (December 2022).
- Collaborated with the organization to execute and organize an online Not-for-Profit event (April 2023).

**Hoa Sen University collaborated with the "IM Views" Event Director in Talkshow "Behind The Stage."**

- Played role as project leader managing a team of 20 students.
- Supported the Marketing team with communicating and promotional materials to the general public.
- Assisted the Logistic team by establishing event proposals, and gained 1 official long-term partnership.
- Planned, executed, and coordinated the Talkshow that gained 102 attendees.

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## VOLUNTEER EXPERIENCES

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- **Peer Mentor** | Summer Bridge Program x Humber College.
- **English Teacher** | SharkTank Vietnam. Delivered ESOL classes to starters.
- **Event Host** | Roji Coffee. Hosted culture-exchanged events to engage with foreigners.
- **IABC/Toronto Volunteer** | Student Communicators Circle
- **Volunteer** | SickKids Foundation x Food Truck