

# ADAM D. RICHARDSON

## PUBLIC RELATIONS/COMMUNICATIONS

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### Public Relations Skills:

- Social Media Use: Facebook, Instagram, Snapchat, Twitter, Tumblr
- Adobe Suite: Photoshop, InDesign, Illustrator, Premiere, After Effects
- Writing: Copy, Press Releases, Social Media Posts
- Media Relations: Media/Press Kits, Cold Calls, Interviews
- Research Tools: Nuvi, Qualtrics
- Other Tools: Request for Proposal, Marketing, Event Planning

### Experience:

#### Utah State Capitol

*Public Relations Intern, May 2016-Nov 2016*

- Planned, prepared, and executed events for the Utah State Capitol's Centennial Celebration week. Events were attended by approximately 20,000 people.
- Scheduled, organized and oversaw guided school tours for over 18,000 students.
- Contacted press to promote the Centennial Celebration through cold calling and press releases. Compiled and distributed a press kit to the media throughout the Centennial events.
- Contacted, organized, and scheduled school performance groups throughout Centennial events.
- Coordinated a schedule and oversaw operations of volunteers throughout the Centennial week.
- Helped prepare and execute the Capitol's four "Movie Under the Stars" events. Organized music performances and food vendors for each event. Oversaw operations before, during, and after the events. Each event was attended by approximately 3,000 people.
- Improved the social media presence of the Capitol by creating a social media plan with monthly, weekly, and daily tasks and goals for the Capitol's social media platforms. Implemented a daily theme for social media posts, created a hashtag to unite content, and used social media to promote the Capitol's events.

#### Brigham Young University: ROC Board

*Student Marketer, May 2015-Present*

- Student leader of BYU's athletic marketing to students. Implemented marketing strategy to BYU students to attend BYU sporting events.
- In charge of communication between multiple BYU groups during athletic events including event staff, BYU police, BYU Fire Marshall and BYU Custodial.
- Helped to develop and build the brand of the BYU Student Section, the ROC.

### Education:

**Brigham Young University, Provo, UT**

BA: Communications

Emphasis: Public Relations