

Cassie Wallace

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(724) 984 – 7909

EDUCATION

Carnegie Mellon University

Pittsburgh, PA

B.A. in Professional Writing - Expected Graduation May 2012

- Varsity Cross Country and Track

RELEVANT EXPERIENCE

Mind Over Media

Pittsburgh, PA

Sales / Marketing Intern

5/2010 – 5/2010

- Developed sales leads by coordinating event attendance, prospecting, and performing market research.
- Spearheaded off- and on-line public relations efforts.

Branding Brand

Pittsburgh, PA

Writing/Public Relations Contractor

9/2009 - 4/2010

Writing/Public Relations Intern

5/2009 - 8/2009

- Performed strategic keyword discovery and competitive analysis to create a search engine optimization (SEO) blueprint for clients.
- Wrote articles for clients to increase search engine rankings, inform and persuade consumers, and encourage online media attention.
- Utilized social media tools and relationships with bloggers to drive online traffic and create buzz for clients.

Carnegie Mellon Student Athlete Advisory Council

Pittsburgh, PA

Public Relations Chair

4/2009 - Present

- Increased student body awareness of athletic and recreational events through social media and events.

Carnegie Mellon Housing and Dining

Pittsburgh, PA

Eco-Rep

8/2008 - 5/2009

- Worked closely with peers in campus housing to encourage sustainable practices.
- Implemented and managed a residence hall initiative that collected and recycled over 50 square feet of plastic bags.

Frank Lloyd Wright's House on Kentuck Knob

Chalk Hill, PA

Tour Guide

4/2008 - 8/2008

- Guided tours for groups of 1 - 20 guests, sharing up to date knowledge about the home's history, architecture and artwork.