

Adriene LaPorte

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EDUCATION

Bachelor of Arts, Communication & Information Sciences

August 2011

The University of Alabama, Tuscaloosa, AL

Major: Public Relations

Minor: Political Science

EXPERIENCE

Public Relations Manager/Director of Public Relations

May 2011-December 2012

Gabby & Summer Classics: www.gabbyhome.com & www.summerclassics.com

Gabby, a division of Summer Classics, is a trade-only designer and manufacturer of unique indoor home furnishings. Summer Classics is a manufacturer, wholesaler, and retailer of high-quality outdoor furnishings.

- Worked with an outside company to develop three new websites, and maintain content
 - Managed communication and tasks between website hosting company, Summer Classics, and outside furniture retailer for Summer Classics' first online retail partnership
- Learned and applied research on SEO, Google Analytics and Webmaster Tools to improve website content, external links, visit depth and organic search rankings track and manage visitor traffic, analyze web content and layout, and optimize site content. Increased daily visitor traffic, improved visits via organic keyword searches, improved sources for and visit percentage from referring sites
 - Gabby: Increased visits from 300 to 900 avg./day
 - Improved external links and organic search rankings through internal keyword optimization, frequent content posting, social media and site developmental improvements
 - Summer Classics: Maintained high visit duration of 4.5 min. and average visits of 800+/day
 - Improved external links from long tail unidentified sources to industry sites, blogs, Facebook, and dealer websites
- Managed, created, and increased social media presence
 - Gabby
 - Facebook: +600 Likes- Since June 2011
 - Pinterest: +160 followers- Created Account March 2012
 - Summer Classics
 - Facebook: +450 Likes- Since August 2011
 - Pinterest: +186- Created Account May 2012
 - Summer Classics Stores
 - Facebook: +1,200 Likes- Since October 2011
 - Merged 7 retail stores to one page, worked with an outside marketing firm during Christmas 2011
 - Bew White: President & CEO of Summer Classics
 - Pinterest: +40- Since August 2012
 - Explained Pinterest and its benefits, created and maintained his account
- Summer Classics was featured on *Elle Decor's* website
- Gabby was featured in *Southern Living*, *Better Homes and Gardens*, *House & Home*, and on the *House Beautiful* and HGTV websites
- Both companies featured on several prominent decorating and design blogs
- Created and presented a plan for releasing SC's 2013 furniture collections via Pinterest before the July 2012 Casual Furniture Market in Chicago
 - Increased website visits for SC by 100+/day during the launch
 - Increased Pinterest followers by 50%
 - Campaign featured in industry news letters, websites, and magazines
- Researched, contacted, and managed online blog advertising for Gabby
 - Blogs chosen to advertise with were consistently top 10 referring websites to the Gabby site

Director of Public Relations

Jemison Van de Graff Mansion Foundation

May 2011- May 2012

- Created and managed social media accounts
- Advised on improvements for the foundation's website, social media, media exposure and Public Relations management
- Assisted the Mansion's Director in communication, training, and hiring of Public Relations interns

Research Assistant

Fall 2008-May 2011

Capstone Poll

- Conducted surveys over the phone pertaining to jobs and healthcare for the Alabama Department of Industrial Relations
- Entered data electronically using the CATI system

Financial Director

Public Relations Student Society of America, The University of Alabama Chapter

October 2010-May 2011

- Responsible for maintaining all financial information for UA PRSSA
- Secured all membership dues and wrote all checks for reimbursement
- Organized members' information for the chapter
- Sent all dues and member list to National PRSSA

Creative and Media Coordinator

August-December 2010

Cold Stone Creamery Campaign

- Developed a PR campaign for Tuscaloosa's Cold Stone Creamery along with a small group
- Wrote news releases
 - *The Crimson White* published a feature on Cold Stone using the news releases
- Designed promotional materials
- Created and executed a stewardship plan
- Started and maintained Twitter and Facebook accounts
 - Added 270 members on Facebook and 21 followers on Twitter in two months

Reporter

March-August, 2010

The Crimson White- The University of Alabama's Student News Paper

- Wrote 15 articles for the news desks covering events and news on campus
 - Covered the sale of 2010 football tickets; Greeks for Green, an environmental program developed by UA students; The Black Belt Experience, a program for honor students to revive Alabama's Black Belt

Freelance Writer

June-July 2010

Tuscaloosa County Preservation Society

- Wrote and sent news releases for TCPS' annual fundraiser
 - *The Tuscaloosa News* featured an article about the fundraiser and TCPS
- Wrote letters to local businesses and previous donors asking for support for the fundraiser
- Designed a template for the quarterly news letter

Intern

May 2009

Alabama Education Association (AEA)

- Researched learning styles for the policy department's annual seminar
- Shadowed AEA's lobbyist, advertising and public relations teams
- Wrote communication information on behalf of supervisor

ACTIVITIES**Public Relations Society of America, Member**

August 2011- December 2012

ASID, Industry Partner Member

April 2012-December 2012

Public Relations Student Society of America, Member

September 2007- May 2011

Attended PRSSA 2010 National Conference in Washington D.C.

October 2010

SKILLS

Adobe Photoshop, InDesign and Final Cut Pro

Microsoft Word, Power Point, Excel and Outlook

Website editing and basic HTML; Google Analytics, Adwords and Webmaster Tools

Blogger/Blogspot, Wordpress, email marketing, Facebook, LinkedIn, Pinterest, Twitter and Houzz