

# Mattie Whitney

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## EDUCATION

### Auburn University

#### B.A. Public Relations, Minors in Business & Marketing

Honors: Dean's List (4x), Lambda Pi Eta Honor Society, Elizabeth Ann Hall Memorial Endowed Scholarship, Unity Leadership Scholarship, Spiwak Family Endowed Fund for Excellence Scholarship

Expected Graduation: May 2023  
Cumulative GPA 3.79 | Major GPA 3.92

## WORK EXPERIENCE

### Auburn Athletics

#### Marketing and Fan Engagement Intern

Auburn, AL

Aug. 2022 – Present

- Identified and implemented marketing plans and ticket sales strategies while assisting the marketing staff. Performed daily operations such as: event preparation, management of kid's club. Execute game day promotions/activities and professionally represent Auburn Athletics to fans in venue on gamedays.

### Little Word Studio

#### Creative Intern

Newport Beach, CA remote

May. 2022 – Aug. 2022

- Assisted with marketing and copywriting for client projects spanning across several industries, including real estate, coffee/beverages, IT, tech/startups, entertainment and more. Founded in 2018, Little Word Studio became an official member of the Forbes Communication Council in 2022.

### The Nash News

#### Contributing Writer

Nashville, TN, remote

Jan. 2022 – Present

- Digital media company serving mainstream Country Music Fans. Pitched and wrote multimedia pieces, including song reviews, performance recaps, lifestyle, listicles and more for over 100,000 followers.

### MELT

#### Contractor

Atlanta, GA, hybrid

Nov. 2021 – Present

- Maintained and created social for activations on platforms for both the company and CEO, including Instagram, Facebook, Twitter and LinkedIn. Events included Tip-Off at Toomers with the Auburn University Men's and Women's Basketball Teams. Activations include the Georgia Lottery at the Atlanta Braves, Ghirardelli Summer S'mores Tour. NIL experience through content creation and hosting the Inaugural NIL Summit at the CFA College Football Hall of fame; Upcoming relation with Aflac, Nick Saban and Deion Sanders.

### Auburn University Entrepreneurship & Innovation

#### Lead Marketing Intern

Auburn, AL

May 2021 – Present

- Pioneered social media presence for increased engagement. Designed and collected collateral marketing materials to promote programs for young entrepreneurs' campus wide. Events included workshops, Women's Entrepreneurship Week, and business competitions.

## LEADERSHIP EXPERIENCE

### First Generation Student Program, College of Liberal Arts

#### Student Mentor

Auburn, AL

Aug. 2022 – Present

- Consulted first generation freshmen students as they began their higher education journey. Duties included bi-weekly, one-on-one meetings and acted as a confidante and a friendly, experienced voice of reason.

### Lambda Pi Eta, Honor Society/National Communication Association

#### Vice President

Auburn, AL

April 2022 – Present

- Hosted meetings and recruited future inductees to recognize, foster and reward scholastic achievement, stimulate interest and encourage professional development. Requirements for acceptance include: 3.0 cumulative GPA, 3.25 major GPA and top 35% of class.

### Public Relations Student Society of America

#### Executive Liaison

Auburn, AL

Dec. 2021 – Present

- Mediated and operated communication channels between the chapter, nationals of PRSA and on-campus relations. Networked and coordinated events with speakers and professionals.

### The Oaks Agency

#### Account & Outreach Committee Co-Director

Auburn, AL

Jan. 2022 – Present

- Monitored activities on nine accounts and assigned members to appropriate clients. Pitched to prospective clients through proposing strategic, effective and specialized plans to small businesses, on-campus organizations and non-profit organizations.

### Account & Outreach Manager

Aug. 2021 – Dec. 2021

- Served as team head and manager of an account for local business in downtown Opelika, AL. Developed relationships through pro bono marketing and communications. Strengthened understanding of public relation practices and processes.

### University Program Council

#### Assistant Director of Finance

Auburn, AL

April 2021 - Present

- Monitored engagement and performance of events to effectively budget and create events that honor the traditions of the Auburn Family and build rapport with the VP of Finance. Collaborated frequently with Auburn Athletics and SGA. Events included the Homecoming Parade & Pep Rally and the Holiday Lighting Ceremony.

### Kappa Kappa Gamma Sorority

#### Director of Philanthropy

Auburn, AL

Dec. 2020 – Dec. 2021

- Organized fundraising efforts for local and national philanthropies. Fundraising accelerated by 210%, raising over \$35,000 throughout term. Assisted in district launch of the new mental health philanthropy. Designed and coordinated philanthropy round for formal Panhellenic recruitment.