

Blake Wilcox

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EXPERIENCE

DePaul Brother Leo Homeless Outreach, Chicago — *PR Specialist*

JANUARY 2020 - APRIL 2020

- Worked to rebrand the Homeless Outreach initiative and streamline the programs offered
- Worked with the head of communications to build an entire strategy from the ground up
- Built contact lists and pitched directly to organizations at DePaul to promote volunteering and involvement

H2 Public Relations, Chicago — *PR Assistant*

APRIL 2019 - OCTOBER 2019

- Hired for 3 months, stayed for 6 months
- Served as general assistant to assist with all clients, mainly in the restaurant and hospitality industry
- Drafted pitches and copy for projects
- Compiled and organized media lists, coordinated new organizational system for press lists

Gap, Inc., Chicago — *Brand Associate*

OCTOBER 2018 - MARCH 2020

- Received employee of the month May '19 and December '19
- Worked and achieved daily sales goals in a very busy and high pressure environment
- Drove loyalty via email capture and signing customers up for the store credit card

Justice, Naperville, IL — *Keyholding Manager*

JUNE 2015 - SEPTEMBER 2018

- Managed 2-6 employees at any given time
- Excelled in customer relations and driving loyalty
- Recorded and planned for daily, weekly, and monthly sales goals
- Trained new employees on sales techniques and store procedures

EDUCATION

DePaul University, Chicago — *Public Relations & Advertising (PRAD)*

SEPTEMBER 2017-JUNE 2020 - Magna Cum Laude

Combined Degree Program - Graduate Degree in PRAD, expected JUNE 2021

- Accelerated Bachelor's Degree and Graduate Degree
- Educational interests in sustainability and environmentalism, non-profit work, strategy, and community relations
- Undergraduate minor in Environmental Communications

SKILLS

Adobe Photoshop, Illustrator, Indesign and Premier

Microsoft Office 365 Suite

Oral & written communication

Social media platforms

Conversational Spanish (Semi-fluent)

AWARDS

DePaul College of Communications Dean's List, Fall 2017 - Graduation

EXTRA

PRSSA

Participated in meetings and outings since March, 2018

DePaul Trees

Participated in conservation events and seminars since September, 2018