

Andrew | Cuff

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EDUCATION

Spring Hill College

Bachelor of Arts in Communication Arts

Concentration in Advertising and Public Relations; Minor in International Studies

Mobile, AL

Class of 2015

Honors: Portier Merit Scholarship, Deans List 2013, Lambda Pi Eta, Spirit of Spring Hill Award

PROFESSIONAL EXPERIENCE

Spring Hill College Office of Admissions

Tele-recruiter

- Call high school students and parents to discuss the application process and benefits of Spring Hill College

Mobile, AL

August 2012 - Present

Spring Hill College Office of Advancement

Donor Relations Intern

- Formulated profiles of donors and alumni for electronic newsletter and magazine use
- Nominated a Spring Hill College Jesuit Professor for the 2014 Mobile Bay Monthly Magazine 40 under 40 Awards; Professor won one of 40 awards out of 250 nominations
- Wrote press releases and student profiles for the Office of Advancement as needed

Mobile, AL

Fall 2014

GlynnDevins

Client Service Intern

- Initiated the proofreading process for 13 nationwide client websites
- Participated in client pitch for commercial and direct mail campaign; assisted with commercial shoot
- Managed and executed agency "sample distribution" process internally and to clients

Overland Park, KS

Summer 2014

Dauphin Island Sea Lab

Public Relations Intern

- Developed over 130 press releases that were sent to over 90 newspapers across the country
- Wrote news stories for the Skimmer electronic monthly newsletter
- Captured stock photography of K-12 education programs and teacher workshops

Dauphin Island, AL

Summer 2013

Mobile Gas, A Sempra Company

Community Relations Intern

- Constructed a community outreach plan for two Mobile County public schools; plan implemented in August 2014 providing education and mentorship for 3-6 grade students at both schools
- Wrote news stories for monthly inner office electronic newsletter distributed to all Sempra U.S. Gas and Power, approximately 17,000 employees
- Directed social media for two charity campaigns and events; Kesshia Davis LLS 2013 Woman of the Year Campaign and the 2013 American Red Cross Alabama Gulf Coast Chapter Gumbo Cook-off

Mobile, AL

Spring 2013

INVOLVEMENT AND LEADERSHIP EXPERIENCE

Participant in the Spring Hill College International Service Immersion Program

- Traveled to El Cercado, Dominican Republic in March 2014 to work with International Partners in Mission
- Traveling to Punta Gorda, Belize in February 2015 to work with the Jesuit Parish, St. Peter Claver

August 2013 - Present

Student Alumni Ambassador

- Provide assistance with Spring Hill College Office of Alumni Development events; participate in alumni service projects

August 2013 - Present

Springhillian Student Ambassador and Tour Guide

- Give tours of Spring Hill College to potential students and parents; provide student panels during senior open house visits

August 2012 - Present

Member of Tau Kappa Epsilon Fraternity Upsilon Alpha Chapter

- Served as Public Relations Chair from 2013-2014; facilitated a week long philanthropy event in October 2013

January 2012 - Present

Founding Team Member of Top of the Hill Internet Radio

- Created podcasts, radio commercials and live broadcasts for toh.shc.edu

August 2012 - May 2013