

Fonts-
Savoye LET used for logo
Didot used for !
Hiragino Sans used for wordmark

Fonts and logos
sizes may be adjusted
as needed but the logo
should always be placed
on a white background.



LOGO 1



LOGO 3



LOGO 2

C: 45
Y: 0
M: 49
K: 33

C: 44
Y: 11
M: 51
K: 0

C: 68
Y: 12
M: 67
K: 37

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CREATIVE BRIEF

Project Overview

This branding suite is my professional logo. In general, my logo is meant to represent my personality that is hardworking and professional, yet exciting and upbeat. My main goal was to create a logo with colors and aspects that will stand out and shine.

Color and Font

Purple represents ambition, femininity and rarity- all qualities that I believe that I possess. I chose Savoye LET as one of the first fonts in my logo because I love how it is unique and boundless, just like my aspirations. I also used a clean, thin font like Hiragino Sans because it represents my neatness and organization. The exclamation point represent my enthusiasm for the field of PR.

Theme and Audience

I thoughtfully selected the aspects of my logo to represent my enthusiastic and ambitious personality and to communicate my unique identity to my audience. I want my logo to share with onlookers and employers that I am ready to excel in the professional world and to share my creativity with all those around me.



SHELBY MCDONALD

LOGO 1

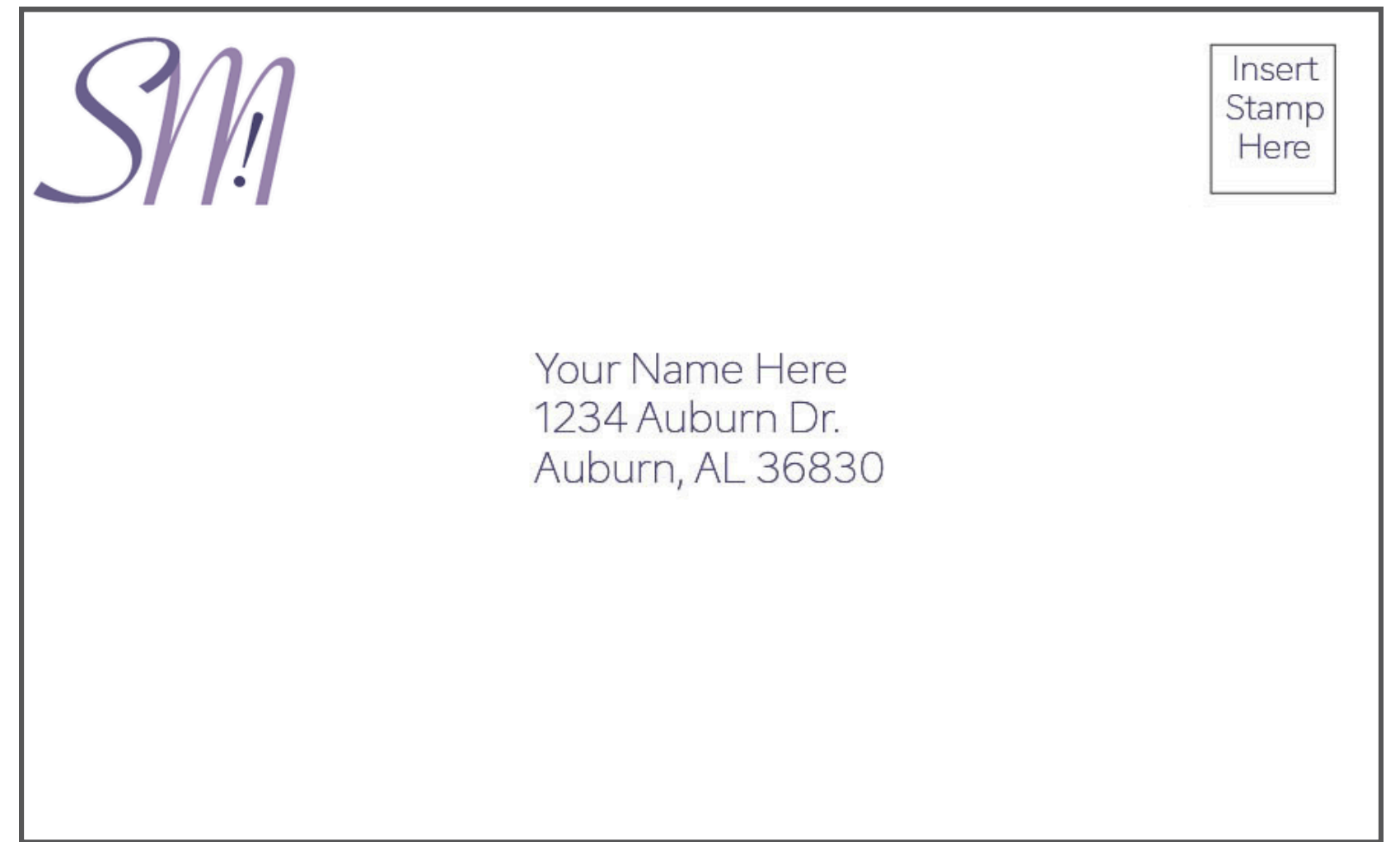
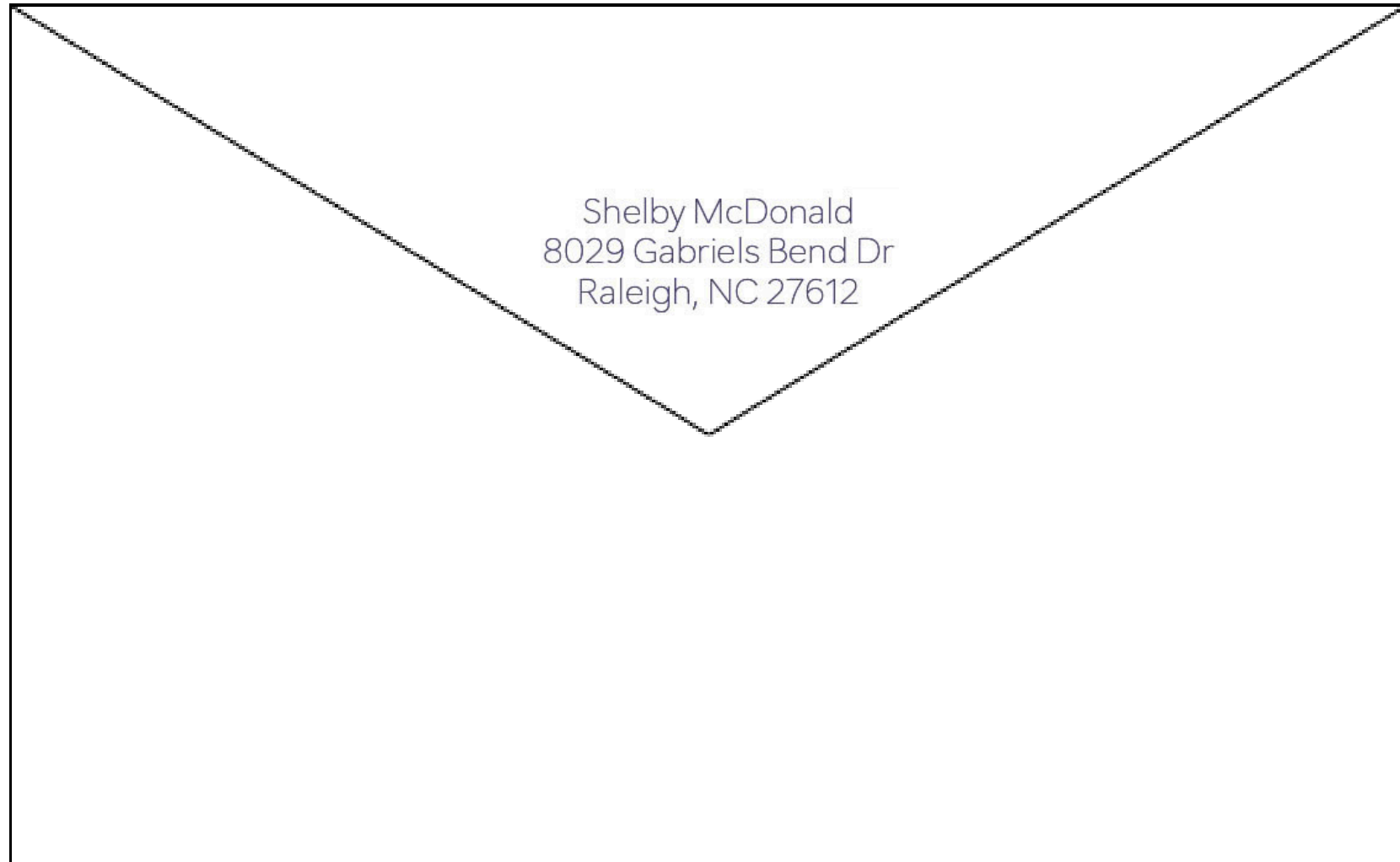


LOGO 3



LOGO 2

Envelope



Business Card



SM!



SHELBY
MCDONALD

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919.818.3898
[linkedin.com/in/shelby-mcdonald26](https://www.linkedin.com/in/shelby-mcdonald26)

Resume



Shelby McDonald

samcdonald26@gmail.com 919.818.3898 [linkedin.com/in/shelby-mcdonald26](https://www.linkedin.com/in/shelby-mcdonald26)

EDUCATION

Auburn University | Auburn, Alabama
August 2021- May 2025
Bachelor of Arts in Public Relations
GPA: 3.46/4.00
Minor: Spanish
GPA: 4.00/4.00

PROFESSIONAL EXPERIENCE

- Intern, Here Molly Girl Strategic Marketing | Opelika, AL January 2024-May 2024
- Applying strong writing and proofreading skills on blog posts, email copy and social media posts.
 - Developing content calendars by utilizing Meta analytics to understand successful campaigns.
 - Assisting in preparation of client presentations and participating in client meetings.
 - Organizing social media shoots to create and edit reels and posts by utilizing Meta and Cap-cut.
- Counselor, Camp Crestridge for Girls | Black Mountain, NC May 2023- August 2023
- Responsible for the well-being and safety of 12 campers ages 6-9.
 - Planned and managed their daily activities, taught skills and encouraged them to build their faith.
- Before/After School Programs Counselor | Raleigh, NC March 2020- August 2021
- Developed leadership and interpersonal skills communicating with parents, administration and co-workers.
 - Provided support for elementary children through managing Zoom school schedules, homework assistance, planning and playing games and ensuring their safety at all times

LEADERSHIP AND ACTIVITIES

- Kappa Delta Sorority, Sigma Lambda Chapter | Auburn University
Selected Member August 2021- Present
- Vice President of Learning and Development November 2022- November 2023
- Educated and acclimated 99 new members to Kappa Delta, Panhellenic and Auburn University.
 - Accomplished through 25-35 hours / week for 8 weeks in budget planning and monitoring, and workshop creation and execution.
 - Built teams and delegated tasks as a leader of a 65 person chapter team.
 - Learned time management, leading through adversity and interacting with all personality types.
 - Honed written and verbal communication skills.
- Assistant Vice President Learning and Development November 2021- November 2022
- Assisted VP Learning and Development with planning, communicated and delegated to new member board and spent intentional time with the new freshman.
 - Learned delegation tactics, public speaking skills and effective time management.

SKILLS

- Computer
- Microsoft Office Proficient
 - Adobe Creative Suite Proficient
 - Experienced with Meta Business Suite and Google Analytics

Cover Letter



Shelby McDonald

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War Eagle Public Relations
1234 Auburn Dr.
Auburn, AL 36830

Dear Hiring Manager,

I am a highly motivated Public Relations student with strong communication and time management skills, seeking a hands-on internship. I would love to bring my team-oriented mindset and my passion for PR to your Public Relations position. My name is Shelby McDonald and I'm from Raleigh, North Carolina. I am currently a junior at Auburn University majoring in Public Relations with a minor in Spanish.

My passion for people and cultivating relationships paired with my love of writing made PR the ideal field for me. Connecting with others has always been important to me, but I have learned to love the principles of the art of communication even more through my classes. Communication allows individuals to express themselves, build relationships and influence others. My enthusiasm for this field stems from my desire to connect with others and make a positive impact on the world through effective communication. This perspective allows me to seek opportunities for a career in an industry I genuinely enjoy, specifically the tourism sector. I understand the high-pressure and deadline oriented nature of PR and marketing and I am excited to put my experience to work in this industry.

This year, I began as an Intern at Here Molly Girl Strategic Marketing in Opelika, Alabama. I dedicate 20 hours a week in the office while enrolled in 15 hours of classes at Auburn. I have had the opportunity to create social media posts on all major platforms, conduct project research, brainstorm for client projects and participate in client meetings. I am polishing my written and verbal communication skills through professional writing and dialogue with supervisors and other interns. This position has taught me to be a team player, to take initiative and to effectively manage multiple projects at once. I am confident that the knowledge I gained from this position will propel me into the professional world and enable me to be a valuable asset to your team.

I have attached my resume to my application. I would be happy to answer any questions you may have regarding my application, resume or past experience. I appreciate your consideration of me for this position and look forward to speaking very soon!

Sincerely,
Shelby McDonald