



Mary McDonald

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Education		
Auburn University		Auburn, AL
<i>Bachelor of Arts</i>		May 2025
<ul style="list-style-type: none">• Major: English- Professional & Public Writing• Minor: Public Relations• Dean's List Auburn University: Spring Semester 2022-Present• Fearless and True Scholarship Recipient• AU Board of Trustees Scholarship Recipient• GPA: 3.82, Major GPA: 4.00		
Skills		Notable Classes:
<ul style="list-style-type: none">• Microsoft Word, Excel, PowerPoint• Editing, Copywriting• Web Design and Development• Podcast Development	<ul style="list-style-type: none">• Document Design• Capstone in Public and Professional Writing• Introduction to Professional Writing• Advanced Composition	

Experience

Auburn Alumni Center		Auburn, AL
<i>Student Gift Officer</i>		August 2022 - October 2022
<ul style="list-style-type: none">• Operated a high-volume, multiple-call telephone switchboard.• Interacted and built relationships with alumni of Auburn University from different colleges and programs.• Delivered a scripted sales pitch and convinced potential customers to donate to different Auburn University programs.		
Lead Abroad		Atlanta, Georgia
<i>Social Media Intern</i>		June 2024 - August 2024
<ul style="list-style-type: none">• Created engaging and on-brand content, including graphics, videos, and written posts, to increase audience interaction.• Assisted a team in developing social media marketing campaigns that aligned with overall marketing strategies.• Monitored social media trends and competitor activities to identify opportunities for content development and brand growth.• Leveraged international experience to enhance marketing and branding strategies.		
Alzheimer's Association Alabama Chapter-Huntsville Office		Huntsville, AL
<i>Public Relations Intern</i>		June 2023 to August 2023
<ul style="list-style-type: none">• Wrote and developed media projects for the 2023 Walk to End Alzheimer's• Spearheaded call fundraiser with upwards of \$10,000 raised in donations, personally raised \$500.• Assisted with and managed marketing campaigns to generate new business and support partner and sales teams.• Contributed original content to the company's official blog as well as community blogs.• Connected with outside companies to connect our organization with donors and volunteers.• Delivered a scripted sales pitch and convinced potential customers to donate to different Auburn University programs.		