

# SARAH LOFDAHL

## PUBLIC RELATIONS PROFESSIONAL

### PROFILE

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PHONE (318) 617 0362

EMAIL sarahlofdahl@gmail.com

### EDUCATION

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**BA in Mass Communication** 2013-2017  
**Concentration in Public Relations**

Minored in Political Science and Business

### SKILLS

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#### Microsoft Office

- Powerpoint
- Word

#### Adobe

- Photoshop
- Premiere Pro
- Lightroom

#### Web Design

- Wix

#### Social Media

- Facebook
- Instagram
- LinkedIn
- Twitter
- Hootsuite

#### Running

#### Dancing

#### Singing

#### Painting

#### Communications

- Journalism
- Teleprompter
- Public Speaking
- Associated Press

#### Community

#### Involvement

- Philanthropy events for Children's Miracle Network Hospital in Baton Rouge

### EXPERIENCE

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August 2017 - Present

#### **The Walt Disney Company** **Costuming Operations**

- Follow safety precautions when organizing and washing costumes
- Preset costumes for performers and ensure they are show ready
- Answer phone calls at the front desk

January 2017 - May 2017 | Baton Rouge, LA

#### **Of Moving Colors Productions** **Public Relations Intern**

- Actively posted on social media platforms for the well-renowned local dance company
- Filmed and edited videos: Created 30 videos for a fundraising event that raised over \$20,000
- Updated website three times a week with news and upcoming events through the semester

August 2015 - December 2017

#### **LSU Tiger TV**

#### **News Producer**

- Wrote and produced a 15-minute show that aired on a live feed online
- Managed content to ensure it was done correctly and in a timely manner

May 2016 - August 2016 | Plano, TX

#### **Bizcom Associates**

#### **Public Relations Intern**

- Wrote press releases for Pinots Palette, Red Mango, Dwyer Group and Vent-A-Hood
- Monitored and posted on social media platforms reaching more than 1,000 followers

### PUBLICATIONS

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#### **BizCom Associates**

Ghost-wrote an article during my internship at BizCom Associates that was published in the August 2016 issue of Franchising World