

# LYDIA SPANN

• Journalism, Public Relations & New Media •

Lydia\_Spann@baylor.edu

1312 Wood Ave. Unit D, Waco, TX 76706

817-313-6849

## SKILLS

- Writing: feature and news writing, interviewing, editing
- Design: Adobe InDesign, Adobe Photoshop
- Web: Wordpress, Wix
- Social media: Facebook, Twitter, Instagram
- Language: French

## EDUCATION

### Baylor University

#### Bachelor of Arts in Journalism, Public Relations & New Media

Public Relations concentration

Minors: Entrepreneurship and Poverty  
Studies

4.0 Major GPA | Dean's List

Graduating December 2016

## INVOLVEMENT & RECOGNITION

### Baylor Urban Missions

Team Leader

January 2014-December 2015

### Kappa Tau Alpha

National College Honor Society

Excellence in Journalism

### Baylor Public Relations Student Society

Member

February 2016-Present

### President's Gold Scholarship

Baylor University

Fall 2013-Present

## EXPERIENCE

### Public Information Officer I-35 Assistant // Texas Department of Transportation

September 2016-Present, Waco, Texas

Created content for monthly newsletters, assisted in management of social media accounts, managed public perception of organization through various projects, other tasks as needed

### Public Relations Intern // CDSA

June-July 2016, Enid, Oklahoma

Designed marketing materials for new branch of organization and brochure, outlined plan of action for CDSA diaper bank, updated social media accounts

### Public Relations Intern // Prosper Waco

January-May 2016, Waco, Texas

Managed social media accounts, designed marketing materials for community events, created press and web content, managed other tasks to help communicate the Prosper Waco initiative to the community

### Tutoring Manager // Communities In Schools

August 2015-May 2016, Waco, Texas

Hired and managed 30+ tutors through Baylor's work-study program, maintained consistent communication with staff, designed recruitment materials, facilitated trainings and meetings, managed WordPress and Wix

### Reading Tutor // Communities In Schools

September 2013-May 2015, Waco, Texas

Provided academic assistance to at-risk students in elementary schools

## REFERENCES

#### Renae Clemmer

Program Support  
Coordinator, Communities  
In Schools of the Heart of  
Texas

rclemmer@cis-hot.org  
254-753-6002 ext. 2018

#### Christina Helmick

Director of Communication,  
Prosper Waco

christina@prosperwaco.org  
703-340-9566

#### Brad Owens

Senior Lecturer, Baylor  
University

Brad\_Owens@baylor.edu  
512-429-0362