



BECKY SCHEIBLE

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EDUCATION

University of North Carolina at Chapel Hill
B.A., Media and Journalism – Public Relations
Second Major in Political Science
Graduated May 2016 with Distinction

WORK EXPERIENCE

Art Director

January 2016 – May 2016

Savvy Magazine, Chapel Hill, N.C.

- Led team of nine designers in creation of 50-page startup entertainment and pop culture magazine
- Collaborated with team of five editors and mediated conflict between writing and design teams
- Developed eight-page style guide and template to facilitate consistent design

Public Relations Representative

January 2016 – May 2016

UNC Media Hub, Chapel Hill, N.C.

- Selected as top public relations student to manage group of 18 leading journalism students producing multi-platform content and marketing it to local news outlets
- Pitched stories to outlets across the state, yielding 19 media pickups
- Promoted brand via social media by publicizing student work and engaging community via Twitter

Marketing Intern

May 2014 – December 2014

Carolina Dining Services, Chapel Hill, N.C.

- Worked with four team members to create informative and persuasive presentation; delivered presentation to 600-person audiences at 13 new-student orientations
- Introduced dining options to incoming students and parents; offered professional and personal advice that simultaneously fit student needs and promoted CDS
- Gathered student feedback by creating and distributing research surveys

LEADERSHIP EXPERIENCE

President

May 2015 – December 2015

Alpha Phi Omega, Community Service Fraternity

- Directed 14 weekly meetings to inform and engage 140 members who collectively volunteered more than 5,500 hours of time to service
- Oversaw planning and execution of more than 100 service projects, 50 social events and three fundraisers that raised \$6,077 for local charities
- Instituted procedures to ensure accountability of leaders, promote recognition of dedicated members, and maintain transparent communication between leaders and members
- Recognized by 92 percent of active membership as prepared or very prepared for weekly meetings and 89 percent as having good or very good communication

HONORS

Selected to attend Burch Field Research Seminar in summer of 2015

- Visited offices of seven international organizations in Bosnia and Herzegovina, Kosovo and Austria over six-week period to study intervention in the postwar Balkan region
- Wrote 17-page research paper that examined the international community's role in promoting media freedom in Bosnia and Herzegovina since 1995

Dean's List seven consecutive semesters

SKILLS

Comprehensive knowledge of social media tools, Buffer, WordPress and basic HTML/CSS
Proficient with Adobe Illustrator, Photoshop and InDesign; Microsoft Office