

HEATHER READ

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EDUCATION

Master of Arts in Mass Communications specializing in Journalism

University of Florida, Gainesville, Florida
May 2010

Bachelor of Arts in English with a minor in Mass Communication Studies *cum laude*

University of Florida, Gainesville, Florida
December 2007
GPA: 3.54/4.0

WORK EXPERIENCE

University of Florida College of Fine Arts Gainesville, Florida

Graduate Assistant in Public Relations

June 22, 2009-Present

- Wrote news releases and bulletins about events in college, updated press lists
- Put together and edited weekly electronic staff newsletter, *Always Something*
- In charge of gathering information from three schools of the college to put together calendar of events by semester

University of Florida IFAS Dean for Research Office Gainesville, Florida

Science Writer

February 20, 2009-Present

- Wrote news releases, research spotlights about IFAS departments, stories for Web site, and Dean's Faculty Updates
- Contacted various colleges and departments to write stories, worked with deans, faculty and students of IFAS
- In charge of updating content of Web site and working with the dean and IT expert to ensure timely change of content
- Wrote feature story for 2008 annual report, helped proofread/edit it; In charge of writing majority of stories for 2009 report

The Brechner Center for Freedom of Information Gainesville, Florida

Liberty Tree Initiative Research Assistant

January 16, 2009-May 4, 2009

- Researched First Amendment Web sites for content and template for Liberty Tree site
- Researched professors across the country who specialize in First Amendment issues who would be eligible for Liberty Tree grants
- Assisted in developing questions about students' knowledge of the First Amendment, interviewed students at UF about their knowledge for video for the Liberty Tree Web site
- Wrote news releases, made fliers for speakers and events sponsored by the Brechner Center

University of Florida Student Financial Affairs Gainesville, Florida

Federal Work Study Editorial Assistant

September 18, 2008-March 2, 2009

- Worked with a team to update and produce brochures, newsletters, annual report, and information handbooks for the UF financial aid office
- Contacted various colleges and departments to update financial and scholarship information
- Proofread copy and made changes to materials and formatting in QuarkXpress

Vantage Communications

Altamonte Springs, Florida

Public Relations Intern

May 8, 2008-July 18, 2008

- Tracked media coverage and managed clip books
- Prepared quarterly clip books and activity reports for clients
- Searched for editorial calendars and managed and updated media lists using Cision
- Researched trade show, speaking and award opportunities

Rollins College

Orlando, Florida

Public Relations Intern

June 4, 2007-August 9, 2007

January 14, 2008-May 7, 2008

- Wrote over 15 stories for the Rollins Web site about student and academic life
- Covered the 2008 Winter With the Writers series by attending the events, photographing the authors and writing stories about the weekly readings for the Web site
- Generated media coverage in the *Orlando Sentinel* and on *Central Florida News 13* by sending out press releases and pitches announcing stories of local community interest
- Wrote a story for *R-Community News*, a twice yearly insert into the *Winter Park Press* detailing beginning of the semester Rollins news and wrote stories for the weekly online newsletter *R-Town*
- Proofread pieces my colleagues wrote, updated the Rollins emergency contact plan, prepared an analysis of public relations departments at similar academic institutions to help with upcoming restructuring of the department, and in charge of maintaining press clippings

University of Florida University Scholar

April 2007-May 2, 2008

Researcher

- Chosen as one of three people from each department by the College of Journalism and Communications to conduct a research product of the student's choice with a faculty mentor and publish a paper on the findings by April 2008 in the *UF Journal of Undergraduate Research* and presented at the UF Research Symposium February 2008
- Received stipend to conduct research on women in the media, the issues they face in ascending to management positions, discrimination, and obstacles they must overcome in the field to be successful, the work/life balance they must find
- Did background reading and research over summer 2007, came up with interview questions assisted by Dr. Julie Dodd, and conducted interviews with women in media careers to assess issues they face and why they feel there is a lack of women in management fields

College of Liberal Arts and Sciences News and Publications

Gainesville, Florida

Intern and Editorial Assistant

January 12, 2007-December 14, 2007

- Helped write profiles and copy for Web site, including student profiles and features for the *Journal of Undergraduate Research*, and faculty spotlights for the section "Head of the CLAS" on the CLAS Web site
- Proofread programs and materials including alumni magazine, and assisted with writing press releases to be sent to local media, posted on the UF Web site, and sent to internal audiences
- Transcribed interviews with faculty conducted by editor
- Wrote 5 articles for alumni magazine *Alumni CLASnotes*, including cover story for Fall 2007

The Home Depot Supply

Orlando, Florida

Corporate Communications Intern

June 12, 2006-August 11, 2006

- Wrote 5 stories for 3 *SupplyLine* issues, the monthly company magazine that reaches 22,000 associates
- Worked with PR Manager to track press clippings, develop an online media room, collect editorial calendars for various trade publications, update media contacts, create spreadsheets of publicity opportunities and compile contact info for Top 50 trade publications based on circulation