

SCOTTY STIEBER

MS / Leadership for Creative Enterprises
Northwestern University
Jan. – Dec. 2016
GPA: 3.9

BA / Communication Studies
+ Writing Certificate
+ Spanish Minor
University of Iowa
2012 – 2015
GPA: 3.5

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Public Relations Intern / MSLGROUP

March 2017 – June 2017

- Produced creative written and visual content for the Publicis Communications division of Publicis Groupe, which includes Leo Burnett Worldwide, Fallon, Saatchi & Saatchi, and other multinational agencies
- Managed brand reputation by coordinating media relations, securing awards, and generating engagement via press outlets
- Promoted clients' corporate social responsibility (CSR) initiatives (i.e. sustainability goals, workplace diversity commitments, parental leave policies)
- Conducted business development by identifying target markets
- Used Cision and Muck Rack software to build and maintain media and press coverage lists

Administrative Assistant / City of Evanston

September 2016 – February 2017

- Provided administrative and secretarial support for the City Manager's Department
- Edited and assembled weekly reports for distribution to City Council and managers
- Generated City Board meeting minutes
- Catalogued official documents, including confidential files, and maintained an interdepartmental inventory of office files

Communications & Outreach Intern / City of Evanston, Office of Sustainability

May 2016 – August 2016

- Collaborated with the Community Engagement Division to develop weekly web content for sustainability messaging
- Wrote and curated pieces for the City's weekly newsletter (30,000+ distribution) and the Sustainability newsletter (2,500+ distribution)
- Directed user experience design initiatives for the City's website and the Sustainability blog
- Generated and disseminated surveys to measure the utilization and effectiveness of the City's programs and resources

Student Reporter / Northwestern University

January 2016 – December 2016

- Wrote and published blog articles covering events within the Leadership for Creative Enterprises graduate program
- Generated Facebook and Twitter posts that linked back to articles
- Produced copy for the program's quarterly newsletters

PR & Marketing Intern / Rescue Press

October 2013 – August 2014

- Managed advertising, marketing, branding and social media for a small independent literary publisher
- Utilized Hootsuite to input and schedule over a year's worth of tweets to heighten brand awareness
- Created and distributed via social media invitations for special events (e.g. readings and book launches)