

Koby Hooper

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Public Relations – Marketing

Social Media Marketing | Advertising | Public Relations

Recent media studies (public relations/advertising) and marketing graduate eager to leverage creative and marketing skills to drive brand and company success. Experience and knowledge in programs like Adobe Suite, Google Analytics and Hootsuite. Demonstrated experience in creating digital and print advertisements for businesses such as BancFirst, Primetime Buds and NSU Playhouse. Writing, editing and recording copy for radio broadcast.

EDUCATION

Northeastern State University – *Tahlequah, OK*

Graduated May 2024 with a degree in media studies (public relations/advertising) and marketing.

WORK EXPERIENCE

KEOK Radio Station – *Tahlequah, OK* [06/23 – 12/23]

Intern and production assistant.

Assisted in radio production as well as learned many valuable skills about copywriting, sales and advertising.

- Managed and uploaded all the commercial spots into radio production networks to ensure they play on time.
- Assisted in editing, recording and writing of copy for radio broadcast.

PROFESSIONAL SKILLS

- Fluent in AP style and experience in copywriting.
- Communication and creativity.
- Graphic design, digital photography
- Video and photo editing
- Understanding of analytics
- Search Engine Optimization experience and knowledge
- Expertise with social media