

Tobias Henderson

PUBLIC RELATIONS | INTERNATIONAL AFFAIRS

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EDUCATION

University of Northern Iowa

Bachelor of Arts - 2017

Major | Public Relations

Minor | International Affairs

HONORS & AWARDS

2014 Take Flight Competition

National Runner Up

Public Relations Council

EXPERIENCE

Monkey Inc.

February 2017 - May 2017

Public Relations Intern

Marketed engaging content distributed to public.

Designed and launched website for newly conceived restaurant concept.

Scheduled, coordinated and attended various events.

Refined and strengthened social media and online platforms of company.

Inter-Fraternity Council

January 2016 - January 2017

Vice President of Public Relations

Strategically crafted and designed all press release opportunities.

Facilitated the annual "Walk-A-Mile in Her Shoes" event/campaign.

Pioneered launch of the greek life digital campus newsletter.

Regulated and sharpened greek life social media platforms and presence.

The North American Review

July 2015 - January 2016

Social Media Coordinator

Analyzed and refined digital platforms for the North American Review, including ; Facebook, LinkedIn, Twitter, Tumblr and Wordpress.

Outlined, wrote, edited and proofread digital content.

Prospected potential contributors, while cultivating existing clients needs.

Legacy PR

October 2014 - December 2014

Project Manager

Managed public relations campaign, earning proven results.

Identified needs of client, bolstering relationship building experience.

Compiled media, developed time management skills, researched industry.

Collaborated with team to produce an effective timeline of execution.

Heart of America Group

February 2012 - August 2014

Corporate Assistant

Remodeled HR procedures, transitioned office from paper to digital age.

Identified and refined ineffective practices, reducing corporate expenses.

Developed digital customer feedback database.

Supervised donation requests, encompassing all brand concepts.



LEADERSHIP & ACTIVITIES

Kappa Sigma Fraternity - Chief Communications Officer • Campus Relations Director • Historian • PR Chair • IFC Representa-

tive • Social Chair • November 2014 - May 2017 • **Student Conduct Board** - Board Member | Student Body Representative •

April 2016 - May 2017 • **Greek Week Committee** - Public Relations Coordinator • August 2015 - May 2016 • **Pi Sigma Epsilon**

- Epsilon Theta Chapter • Marketing & Sales Fraternity • National Member • Alumni • **Legacy PR** - Vice President • August 2014 -

January 2015 • **Model United Nations** - Northern Iowa Delegation • August 2015 - May 2017 • **PRSSA** - Member August 2014