STUKENT

Certificate of Completion

This Certificate is presented to

Mackenzie Wilson



Public Relations Simternship™

Completed on: **May 02, 2023**

This certificate signifies experience:

- Identifying email content that professionally and effectively pitches to media contacts
- Analyzing media contact information in order to select those best suited to receive pitches
- Responding effectively to social media related questions
- Selecting content that communicates effectively in cases of public relations crises
- Creating brand-specific introductions to influencers
- Writing a press release
- Creating social media posts that appropriately align with a target audience
- Analyzing target-audience research to select the best content options for an audience
- Selecting sound responses to ethics-based questions
- Selecting content for use in press release communication
- Demonstrating knowledge of Associated Press style
- Demonstrating effective use of content sequencing within a press release