

# Jackson Riddle

New York, NY

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## EDUCATION

**University of Georgia** / Athens, Georgia

- **Bachelor of Arts, Public Relations** (2024)  
*UGA Grady College of Journalism and Mass Communication*
- **Bachelor of Arts, Theatre** (2024)  
**Music Theatre Certificate** (2024)  
*UGA Franklin College of Arts and Sciences*

### Achievements

- Graduated Magna Cum Laude 3.8 GPA
- Deans List - 2022, 2023

### Scholarships

- Zell Miller Scholarship
- Theatre Scholarship

## SKILLS & CERTIFICATES

- InDesign Essential Training Certificate
- Photoshop Essential Training: The Basics
- Creating Inclusive Content Certificate
- Google Analytics Academy
- Campaign Strategy
- Digital Content Creation
- Copywriting and Editing
- Adobe Creative Suite (Acrobat, InDesign, Photoshop, PremierePro)
- Podcast Production
- Brand Management
- Social Media Management
- Influencer Marketing
- Traditional Media Writing
- AP Style Writing
- Strong Presentation Skills
- Audio Editing (Audacity, Garage Band)

## RELEVANT COURSEWORK

- PR Management
- Social Media Content & Production
- Podcast Production & Branding
- Reporting & Writing Across Platform
- Principles of Marketing
- Law and Ethics of Mass Communication
- Public Relations Campaign

## INVOLVEMENT

- The UGA Agency - President, Model Coach
- Student Merchandising Association - Public Relations Assistant
- Student Government Association
- UGA Theatre - Understudy, Swing

## EXPERIENCE

### Shore Fire Media

**Entertainment Publicity Intern** June 2025 - August 2025

- Compile daily client-facing press reports for 15+ clients, including the Elvis Presley catalog, flipturn, and more.
- Develop traditional and alternative press and influencer contact lists using Muckrack for client tours and album releases.
- Facilitate the distribution of press releases and press notes using Constant Contact.
- Liaised with 10+ interns to compile a comprehensive deck highlighting new media outlets.
- Conceptualized activations alongside senior staff for client campaigns ranging from documentary projects to band tours.

### BritBox International

**Public Relations Intern** June 2024 - September 2024

- Collaborated with agencies in New York and Canada, working closely with teams outside of BritBox International on strategies for launching new and upcoming shows.
- Assisted in creating presentations for Global Communications meetings and conducted project research for campaign activations for events such as New York Comic Con.
- Effectively managed digital assets for BBC and BritBox using software tools such as AirTable, Dropbox, YouTube, and Google Drive ensuring seamless access and organization.

### Classics Undone

**Public Relations, Personal Assistant** August 2023 - May 2024

- Collaborated with Mandy Kay Marketing to pitch ideas, organize cast interviews, form student teams, and coordinate fundraising efforts.
- Provided personal assistance to actress Amanda Fuller and her team during their stay, including airport transportation, confirming reservations, and managing meal logistics.

### United States Conference of Mayors

**Communications** June 2022 - June 2025

- Constructed and managed the USCM booth at the 90th Annual Meeting in Reno, NV, the 92nd Annual Meeting in Kansas City, MO, the 93rd Winter Meeting in Washington, DC, and the 93rd Annual Meeting in Tampa providing support throughout the event.
- Assisted backstage during press events and panel discussions, ensuring smooth operations and event success.

### THE.BOOK.TALK

**Social Media Management**

- Created, managed, and grew social media content for @The.Book.Talk across Instagram, X (formerly Twitter), and YouTube.
- Conducted audience growth research and developed strategies to boost engagement and visibility.
- Collaborated with major publishers and imprints including HarperCollins, Penguin Random House, Flatiron Books, Dutton, and Simon & Schuster to create promotional content.
- Partnered with companies including Book of the Month, Squirrel, and PageHabit to drive brand engagement through influencer marketing strategies.

*References available upon request.*