

CHRISTINE SPASOFF

4610 Jade Lane
Hoffman Estates, IL 60192
(847) 971-2877
cspasoff@indiana.edu
christinespasoff.com
@cspasoff

EDUCATION

Indiana University
Bloomington, Ind.
Graduating May 2014
Bachelor of Arts in Journalism
2nd Concentration in Marketing
Minor in Biology
GPA: 3.89/4.0

HONORS

Media Scholar

- Four-year honors program
- Participate in media-related activities including discussions with guest speakers and travel opportunities

Hutton Honors College

- Earning General Honors Notation

Kappa Tau Alpha, Journalism Honors Society Member

First Place Winning Team, Contiki Vacations Mini-Case Study Competition

PRSSA 2012 National Conference Grant Winner

John E. and Mary Stempel Memorial Scholarship Recipient

Ernie Pyle Scholarship Recipient

SKILLS

- Cision, Factiva, Gorkana
- HTML, CSS
- Adobe InCopy, InDesign, Illustrator
- Facebook, Twitter, TweetDeck, Pinterest, Instagram
- HootSuite Certified Professional

PUBLIC RELATIONS EXPERIENCE

FleishmanHillard – Chicago, Ill. May-Aug. 2013
Health & Wellness Intern

- Synthesized monthly media coverage reports highlighting key industry trends for various healthcare clients.
- Drafted internal communication briefings to over 5,000 employees at a Fortune 500 corporation.
- Built multiple media lists for various cities, using Cision to locate media contacts for broadcast, print, magazine and online publications.
- Contributed to a request for proposal (RFP) by researching relevant competitors, resulting in a business win for the agency.
- Created multiple media audits during crisis situations to track trends and news.

Bell Pottinger Business and Brand – London, UK May-June 2012
Public Relations Intern

- Performed daily tasks on deadline for multiple accounts in the healthcare and security industries at one of London's largest PR agencies for eight-week internship.
- Wrote award entries for local hospital client's unique patient services.
- Created 1,000-page coverage report for client event honoring the Dalai Lama.

Beth Wood Chapter of PRSSA at IU – Bloomington, Ind. March-May 2012
2012 Contiki Vacations Campaign Mini-Case Study Competitor

- Researched, planned, implemented and evaluated campaign promoting Contiki's European vacation package with a team of four.
- Maintained the @iuPRSSA Twitter account to tweet campaign messages eight times a day using TweetDeck, resulting in 18 retweets, three replies and four of the top images results for #contikiprssa.
- Won first place in the national competition against 13 other schools.

LEADERSHIP

Beth Wood Chapter of PRSSA at IU – Bloomington, Ind. April 2012-Present
President

- Manage an executive board of eight people and about 100 members.
- Plan and coordinate monthly programs and workshops to ensure consistent member participation.
- Increased spring 2012 membership by 50 percent.
- Improved strategy for promotion of chapter programs and workshops through internal and external communications.
- Planned and coordinated event for Greek community about media relations, resulting in 20 percent increase in attendance from last year.

Media Living Learning Community – Bloomington, Ind. Aug. 2010-Present
Alumni Advisor

- Serve as peer mentor to 50-member residence community of journalism students.
- Advise leadership council in planning and executing five faculty dinners and networking trips to Washington, D.C., Atlanta and New York City.

IU School of Journalism Ambassador – Bloomington, Ind. Aug. 2012-Present

- Represent and promote the school to prospective students and alumni at functions including tours, Speaker Series events and annual media trip to Chicago.
- Presented opening remarks at Alumni Reception in Chicago with over 100 guests.

JOURNALISM EXPERIENCE

Inside Magazine – Bloomington, Ind. Dec. 2011-May 2013
Co-Departments Editor

- Edited the departments section of the quarterly, themed student-run publication.
- Supervised six writers to find sources, meet deadlines and generate headlines.

Indiana Daily Student Newspaper – Bloomington, Ind. Aug. 2010-Dec. 2011
Assistant General Assignments Editor

- Coached and mentored 40 writers as they completed three trial articles.
- Edited stories and offered feedback to staff writers, many of which now serve as editors or beat reporters.