

CAMPBELL FERRICK

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[Linkedin](#)

My name is Campbell Ferrick, and I recently graduated from Syracuse University's S.I. Newhouse School of Public Communications, where I studied Public Relations, an industry I have always wanted to be a part of. I have spent my college years working and interning for multiple organizations where I have had the opportunity to advance my professional education in PR. I have extensive experience in social media management, influencer marketing, digital and engagement PR assistance, media monitoring, graphic design, and event planning/hosting. Most memorably, I worked alongside the brand creator at World of My Own to plan and host our first fashion show in May 2022. I have always had a specific interest in lifestyle and fashion PR and have built a strong knowledge of the fashion industry and PR professionals' roles within it. Aside from my strong interest in fashion PR, I also enjoy learning about other PR sectors through experience, which I have done with my Broadcasting and Healthcare PR internships. I also love to maintain my creative projects, which I am currently pursuing through my freelance personal styling business and profile series "For Her Record" on women within creative industries, as this allows my passion for creativity and writing to come together. Being able to help and connect with people through an innovative service is something that I love to do, and I hope to continue throughout my professional career.

Professional Experience

PR/Marketing Intern

July 2020-Jan 2022

Robert J. Daino Broadcast and Education Center

| PBS - WCNY |

- Public Relations Communications Intern within the Marketing Department of WCNY, Syracuse's PBS station
- Worked under a part-time paid position over the school year, and a full-time paid position over summer break
- Managed and wrote content for social media platforms, including Instagram and Twitter
- Wrote press releases and magazine articles and sent out event details to the community
- Ran WCNY's "Scenes of the Region" Instagram account - @scenesoftheregion
- Design: eNewsletters and Guides for WCNY

Public Relations Coordinator

Jan 2022-Present

World of My Own

- Public Relations Coordinator at sustainable fashion brand World of My Own, based in NYC
- Create and run media lists while also writing and sending out press releases
- As we planned new collections, I contributed creatively to the branding releases
- Manage the planning of private and public events
- Facilitate and host our fashion show debuts
- Schedule and promote photoshoots
- Facilitate communication between the brand and influencers, journalists, and the public.
- Do freelance/need-based advising for the brand currently
- Design: Media content and graphics for the brand's social channels

Personal Stylist

Feb 2022-Present

Freelance Personal Stylist

- Freelance Personal Stylist specializing in vintage, designer, sustainable, and secondhand pieces
- Personally shopped, advised, and styled for clients' fall, winter, spring, and summer wardrobes.
- Sourced real vintage/vintage designer pieces spanning from the 1900s-the 2010s
- Styled for clients for both personal and professional events (including The Tonys, The Emmys, The Academy Awards, Tribeca Film Festival, and New York Fashion Week)
- Curated style bundles for part-time clients
- Assist in arranging tailoring and fitting appointments

Engagement and Digital Intern

June 2022-Aug 2022

Lippe Taylor | Twelvenote Agency

- Engagement and Digital Summer Intern on the Bayer Healthcare Brand team at Lippe Taylor's PR agency Twelvenote
- Created/contributed to/edited trend reports, social data trackers, social briefs, and monthly social recap reports
- Built, edited, and pulled information for media lists
- Contributed to community engagement surveying
- Did media monitoring via Google alerts, organic searches, and media channels (Instagram, Twitter, Facebook)
- Built creative mailers
- Updated earned media coverage trackers
- Scheduled internal and external meetings with brand teams and clients
- Worked on brand events, for example, One A Day's documentary premiere at the Tribeca Film Festival
- Media Tools: Muckrack, Excel, and Cision

Skills and Hobbies

Design: Adobe Creative Cloud (InDesign, Photoshop, Premiere Pro, Illustrator)

Editing: Microsoft Office (Word, Powerpoint, Outlook, Excel), Google Drive/Creative Cloud

Proficient in: Public speaking and Speech Writing, Editorial Writing, Leadership, Communication Focus, and Time Management

Media: [Professional Website](#)

Creative Passions: I'm dedicated to sustainability and educating others on its importance, organizational habits, styling, mood board creation, and event planning.

Specialized Courses

- Multimedia Storytelling (Fall 2019) | S.I. Newhouse School of Public Communications
- Communications and Society (Fall 2019) | S.I. Newhouse School of Public Communications
- Public Relations Principles and Concepts (Spring 2020) | S.I. Newhouse School of Public Communications
- Public Advocacy (Spring 2020) | Communication and Rhetorical Studies
- Graphic Design (Fall 2020) | S.I. Newhouse School of Public Communications
- Writing for News and PR in Digital Age (Spring 2021) | S.I. Newhouse School of Public Communications
- Public Relations Research (Fall 2021) | S.I. Newhouse School of Public Communications
- Content Opt for PR Writing (Fall 2021) | S.I. Newhouse School of Public Communications
- Ethics of Advocacy (Spring 2022) | S.I. Newhouse School of Public Communications
- Race, Gender, and the Media (Spring 2022) | S.I. Newhouse School of Public Communications
- Communication Law for Advertising and PR (Fall 2022) | S.I. Newhouse School of Public Communications
- PR Cases and Campaigns (Fall 2022) | S.I. Newhouse School of Public Communications
- PR Management and Leadership (Spring 2023) | S.I. Newhouse School of Public Communications
- Certifications: Social Studios, Google Analytics, HubSpot Certified in Content Marketing, PESO by SpinStacks

Education Highlights

Syracuse University

2019-May 2023

- Public Relations Major | S.I. NEWHOUSE SCHOOL
- Political Science Minor | MAXWELL SCHOOL
- Member: The Women's Network: Syracuse
- Member: Phi Sigma Sigma Sorority
- Member: Public Relations Student Society of America (PRSSA) - National Level
- GPA: 3.6