

# TALIA WLCEK



## EXPERIENCE

### Public Relations and Communications Intern | CURA Strategies

Arlington, VA | August 2020 - Present

- Authored social media posts on Facebook, LinkedIn, Twitter and Instagram for multiple clients and the agency itself then used Hootsuite to schedule them.
- Monitored media coverage on clients and their industries, created media lists of relevant journalists and pitched events and op-eds to a variety of publications.
- Conducted media audits on potential clients to inform new business decisions.

### Communications Coordinator | Vote Fearless NC

Chapel Hill, NC | October 2020 - November 2020

- Devised and implemented a communications strategy on a voter protection initiative intended to combat voter intimidation that gained bipartisan support from over 100 endorsers.
- Created a spreadsheet of information on mayors throughout the state and contacted them to ask for their endorsement on the project.
- Developed a social media strategy to promote the organization via Twitter.

### Campus Ambassador and Campaign Volunteer | Warren for President

Chapel Hill, NC | October 2019 - March 2020

- Performed high traffic canvassing every day in the week leading up to Super Tuesday, reaching out to hundreds of voters, in order to get out the vote.
- Called up to 100 potential voters across the country weekly, registered fellow UNC-Chapel Hill students to vote, recruited campaign volunteers and mobilized support.
- Canvassed in Des Moines, Iowa on caucus day to help with last-minute get out the caucus efforts.

### Communications Intern | Siemens Government Technologies

Reston, VA | June 2019 - August 2019

- Wrote a biweekly informational newsletter sent to over 1,000 stakeholders.
- Drafted company announcements for the CEO to email, wrote press releases, designed slide decks for executive presentations and updated the external website.
- Created fact sheets about completed projects by translating complex engineering reports into digestible information for public-facing documents.
- Attended and took notes at a Defense Department hearing in Washington, DC as the sole representative for the company.

### Digital Relations Lead and Communications Assistant | Lead for America

Chapel Hill, NC | January 2019 - April 2019

- Monitored the media weekly for relevant news articles then wrote copy to share them on the organization's Facebook page.
- Designed graphics, identified engagement opportunities on social media, drafted new account launch plans for Twitter and Instagram and pitched social media campaigns.

### Public Relations Intern | Institute of International Relations, Prague

Prague, Czech Republic | June 2018 - July 2018

- Planned and executed over 15 major political events - such as conferences, summits and research presentations - over the course of the summer.
- Created outputs for social media accounts, proofread website articles, wrote reports summarizing events and regularly updated the organization's press newsletter.

## PROJECTS

### Iowa Caucus Researcher | Hussman School of Journalism and Media

Selected as one of ten students to attend the 2020 Iowa Caucuses to study how identity and news consumption shape political views and campaign appeals by interviewing caucus-goers, rally attendees and campaign staffers.

### Contributing Writer | UNC Center for Information, Technology, and Public Life

Collaborated with classmates to produce a published report analyzing the history and current usability of political advertising databases across three platforms: Twitter, Facebook and Google.

### PR Consultant | Carolina Hurricanes

Collaborated with a group of classmates to produce and pitch a public relations plan answering our client's need of attracting a Millennial and Gen Z audience to their sporting events. Conducted primary research for the brand by surveying over 300 people, holding in-depth interviews and moderating focus groups.

### Social Media Consultant | New Jersey Parents' Caucus

Audited existing communications materials and social media presence then conducted research to develop informed recommendations for the organization. Designed graphics and logos for the organization to use.

## POLITICS ENTHUSIAST AND COMMUNICATIONS STRATEGIST

## CONTACT

- ✉ talia@alumni.unc.edu
- 🔒 not public
- 🌐 <https://taliasw.wixsite.com/home>
- 🌐 /in/taliaswlcek
- 🐦 @taliaswlcek

## PROFILE

Communications professional with a focus in politics and public affairs. Skilled in press and media relations, research, writing and content creation. Passionate about civics and social justice. Graduate of UNC-Chapel Hill's top-ranked Hussman School of Journalism and Media.

## EDUCATION

### UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

2016 - 2020

- B.A. Media and Journalism (Public Relations specialization) | Hussman School of Journalism and Media | Major GPA: 3.8
- B.A. Political Science | Major GPA: 3.9
- Minor in Business Administration | Kenan-Flagler Business School
- Dean's list, all semesters
- Sharoky Fellow
- Pi Sigma Alpha Political Science Honor Society

## SKILLS AND CREDENTIALS

### SKILLS:

- Fluent in German
- Social media: Twitter, Instagram, Facebook and Facebook Pages, Snapchat, Pinterest, VSCO, TikTok
- Other skills: AP Style, Microsoft Office Suite, Google Drive, Adobe Premiere Pro, Adobe Illustrator, Canva, Procreate, HTML, CSS

### CREDENTIALS:

- Hootsuite Platform Training - Hootsuite
- Agency-Ready Certificate - PR Council
- Fundamentals of Media Relations - MuckRack
- Fundamentals of Social Media - MuckRack
- Effective Communication - FEMA Emergency Management Institute