

# DYLAN BUTLER

Public Relations

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## EDUCATION

### Adrian College

- Bachelor of Science Degree in Public Relations
- Bachelor of Arts Degree in Spanish
- Expect to Graduate in May 2024

## LANGUAGES

### Spanish

- Conversational level in Spanish
- Experience with native speakers
- Understanding of Spanish-speaking cultures
- Studied abroad in Salamanca, Spain for 3 months with a host family to further language and cultural understanding

## SKILLS

- Work well in team settings
- Exceptional communication and interpersonal skills
- Experience in copywriting
- Comfortable with Meta Business Suite
- Achieved the rank of Eagle Scout in the Boy Scouts of America
  - Budgeting Project
  - Presenting Plans
  - Leading a group project
  - How to handle adversity

## SUMMARY

Will graduate in May of 2024 from Adrian College Graduate with a Bachelor of Arts in Spanish and a Bachelor of Science in Public Relations. I have experience conducting social media audits for diverse clients, identifying SWOTs, and running social media campaigns. I speak English and Spanish as a secondary language. I have a good understanding of diverse cultures and know how to work in team environments

## EXPERIENCE

### Adrian College

#### PRush | 2023-2024

- Competent in Meta Business Suite
- Helped direct a social media campaign for Adrian Public Schools
- Aware of best practices for designing, writing, and scheduling posts
- Familiar with the responsibilities of a team setting
- Practice using copywriting skills for the Adrian Community “First Friday” event for radio spots

#### Public Relations Specialist

- Have done PR Performance and Production
- Experienced in Brand Representation
- Created a mock Social Media Strategic Proposal
- Advanced understanding of SEO
- Capability to conduct interviews contractual talking points and information

#### Media Relations

- Student Certificate: Social Media Campaign, Budgeting, Posting
- Project: Strategic Proposal

#### Diversity, Equality, and Inclusion Training

- Project on Diversity, Equality, and Inclusion Training (DEI)

#### AI Copy Editing

- Project on how to use AI and copywriting
- Skilled in using Google’s Bard and ChatGPT

## Spanish Translation & Research

Modern Languages and Cultural Study | 2020 - 2024

- Spent Summer of 2023 in Spain studying grammar and culture
- Conducted research on Simón Bolívar and the cultures of Colombia and Venezuela involving his legacy
- Well-versed in Latin American and Spanish culture

