

JESSEMAE RAYER

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EDUCATION

Michigan State University, East Lansing, MI

Bachelor of Arts in Public Relations

Minor, Digital Studies in the Arts and Humanities; Minor, Creative Writing

April 2026

GPA: 4.0

EXPERIENCE

Communications Coordinator **H-Net: Humanities and Social Sciences Online**, East Lansing, MI

January 2023 - Current

- Monitored and responded to 140+ user inquiries weekly across relevant email accounts, ensuring timely assistance and resolution of issues
- Placed and tracked book orders with academic and scholarly publishers, with an average of 100 book reviews per month: leading to over 70% decrease in pending orders
- Facilitated the training and certification of 50+ new network editors, enhancing editorial capabilities and ensuring adherence to standards

Engagement Coordinator **CaringConnections**, Remote

September 2023 – December 2024

- Managed client profiles and conducted outreach for potential workers using CRM software, successfully recruiting candidates for start-up's first campaign
- Drafted and edited company communications for email and phone correspondence, ensuring clarity and consistency across scripts
- Planned and wrote all articles for company's *Live Lively* blog, synthesizing relevant topics for audience into meaningful content
- Designed and presented training presentation to incoming employees to create strong learning foundation for company operations

Public Relations Intern **Fusion**, Omaha, NE

May 2024 - August 2024

- Surveyed six departments to identify business pain points and developed two solutions to improve recruiter-client communications around deadlines and licensing information
- Engineered self-sustaining dashboards using media monitoring software to track and analyze 12+ key performance indicators; enabled real-time insights that improved strategic decision-making for PR team and senior leadership
- Curated and published nine educational articles to represent diverse departmental efforts leading to increased staff awareness of inter-departmental opportunities and attendance at later departmental sessions
- Drafted and distributed five press releases showcasing key company achievements, resulting in 183 pickups in media coverage and 134M+ potential reach
- Wrote winning corporate social responsibility award nomination

Corporate Support Intern **WKAR TV & Radio**, East Lansing, MI

April 2023 - August 2023

- Drafted 10+ proposals and impact reports for sponsorship packages leading to successful dissemination of complex procedure information and partnership contracts
- Compiled and analyzed data sets of team performance indicators to inform strategic planning for the next fiscal year
- Activated brand presence at three summer events, providing pre- and on-site support to ensure seamless execution
- Collaborated with underwriters to ensure accurate scripting during live broadcasts, enhancing message delivery and compliance
- Ensured compliance with federal regulations for public radio and sponsor messaging, maintaining 100% adherence

SKILLS

Microsoft Excel, Microsoft PowerPoint, Microsoft Word, WordPress, Meltwater, Muck Rack, Canva, Magic Info