

# RILEY ERSEK – PUBLIC RELATIONS SPECIALIST

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## Education

BA in Communications/Public Relations  
California State University, Fullerton, May 2022

- GPA in Major 4.0

## Experience

Marketing Street Team  
Anaheim Ducks 2018 – current

- Strategize and execute events; such as mid-game interactions and charity events
- Work closely with Public Relations department on fan-player interaction
- Promote team in front of large crowds all throughout southern California

Social Media Intern  
Boise State University 2017 – 2018

- Executed numerous social media campaigns; including ‘Broncos fight Cancer’ that was accredited by the NCAA
- Managed all social media accounts, while posting content that is on trend
- Understood the overall brand of the university & maintained that through social media

Server  
The Old Spaghetti Factory, Fullerton, 2015-2016

- Maintained high standards of customer service in a fast-paced environment with about 400+ customers per night
- Communicated well with co-workers/management and was promoted to lead trainer

## Skills

- Communication – As a social media intern, I presented new social media campaigns once a week to 12+ department heads
- Time Management – As a marketing street team member, I was given a small-time frame to plan and execute large promotion events
- Master of all social media platforms – able to use them to their fullest ability while staying on brand

## Life

Over the past 4 years, I have been in the process of getting dual citizenship from Hungary. My grandparents were forced to move from Hungary to the United States during WWII and it was always their goal to make sure their family knew where our heritage came from. With citizenship from Hungary I am hoping to gain access to more of the EU countries and expand my horizons.