

# IAN WRIGHT

## SUMMARY & OBJECTIVE

Web analytics adviser, integrated communications consultant, social media specialist, public relations practitioner, Websmith, copywriter and Associated Press style editor seeking summer internship or temporary work through August 13, 2010; matriculating fall 2010 at a DC area law school.

## EDUCATION

### **Bachelor of Science in Public Relations – 2009**

Department of Advertising and Public Relations  
College of Communication at The University of Texas at Austin

### **Business Foundations Program Certification – With Distinction – 2009**

McCombs School of Business at The University of Texas at Austin

## ACADEMIC HONORS

**Senior Fellows** – UT College of Communication honors program comprised of only 30 students selected based on grades, original essay and interviews.

## RELEVANT COURSEWORK

Digital Metrics – News Media Writing – Media Law – Business Law

## PUBLIC RELATIONS & ADVERTISING EXPERIENCE: ACADEMIC PROJECTS

Developed, with a team of three others, an integrated communications campaign and planbook for Texas Observer, an Austin nonprofit publication.

Devised and published ConversationCommunications.com, a social media aggregator Web site; subsequently transformed site into personal Web locus.

## PUBLIC RELATIONS & LEGAL EXPERIENCE: INTERNSHIP – SPRING 2009

### **TEXAS CIVIL RIGHTS PROJECT LAW FIRM (TCRP) – AUSTIN, TEXAS**

*(TCRP promotes social and economic justice through education and litigation.)* Served as Prison Litigation Intern; processed correspondence from incarcerated citizens seeking pro bono legal aid in defense of their civil rights. Judged viability of cases based on legal precedent, and coordinated follow-up communications to provide relief to an underrepresented population.

Redesigned, constructed and launched TexasCivilRightsProject.org using HTML, PHP, CSS, SFTP and MySQL to customize TCRP WordPress Web site. Originated, edited and posted content for Web site including: programs and services backgrounders, client self-help briefs and staff biographies.

## WORK EXPERIENCE

### **DIRECTOR OF CLIENT SERVICES – AUSTIN HOME BUYER CENTER – 2005**

Simultaneously coordinated multiple real estate transactions, and managed day-to-day operations of a full-service residential real estate agency. Researched, implemented and evaluated AdWords online keyword search direct response campaigns to drive leads to company Web site.

### **SALES TEAM MANAGER – HARRIS PUBLISHING – AUSTIN, TEXAS – 2004**

Supervised a team of 15 sales representatives in a commercial call-center; team advanced to number one rank in Texas during first month as manager.