

Clayton C. Root

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Education

Texas Christian University

Schieffer School of Journalism

Bachelor of Science, May 2010

Major: Advertising and Public Relations Minor: Spanish

Fort Worth, Texas

Relevant Experience

Publicis Mid-America

Account Services Intern

Plano, Texas
January 2010 - Present

- Conduct research for large-scale advertising efforts including competitor analysis, marketing opportunities and sales monitoring
- Contribute ideas to campaign development for clients across a wide spectrum of industries
- Facilitate communication between departments regarding client accounts

Tarrant County Youth Collaboration

Marketing Consultant

Fort Worth, Texas
May 2009 - October 2009

- Planned and produced marketing and publicity materials for a 501(c)(3) nonprofit organization
- Advised executive director concerning opportunities in marketing and promotions
- Maintained Web site content and layout
- Planned, organized and marketed the most successful fundraiser in the organization's history

Marketing Intern

January 2009 - May 2009

- Planned, organized and marketed an annual fundraiser
- Created marketing materials for 501(c)(3) nonprofit organization

JO Design

Intern

Fort Worth, Texas
April 2009 - May 2009

- Completed graphical corrections to advertisements and photographs per the request of clients and creative director
- Prepared presentations for new client acquisition
- Built and updated media lists for a new public relations department

M.Y. Enterprises

Entertainment Public Relations Intern

Colleyville, Texas
September 2008 - January 2009

- Researched demographics to better focus publicity efforts
- Built and maintained media lists for major entertainment media outlets
- Generated publicity and sales for clients in the entertainment industry through strategic distribution of products and services

Skills

Software Proficiency:

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Microsoft Office

Other Software Knowledge:

- Adobe Dreamweaver
- Adobe Flash
- HTML / CSS