

# MARY CAROLINE NELSON

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## EDUCATION

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**The University of Texas at Austin** – Austin, Texas

**Bachelor of Science in Public Relations**

**May 2026**

- Minor: Business
- GPA: 3.70

**London School of Economics** – London, England

**June 2023**

**Summer Marketing Program**

- Completed 3 hours of Marketing coursework

## EXPERIENCE

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**Jackson Walker LLP** – Austin, Texas

**Summer 2024**

**Seasonal Recruiting Assistant**

- Facilitated meetings with local and international search firm representatives and led weekly recruiting team discussions, ensuring streamlined communication and coordination across departments
- Analyzed partner and counsel hiring data, compiling detailed comparison reports and designing a PowerPoint presentation highlighting key hiring trends, which was presented to the partner compensation committee for strategic decision-making
- Organized and executed lateral recruiting events, fostering successful integration of new attorneys into the Jackson Walker team, enhancing engagement and retention

**The PR Boutique** – Austin, Texas

**September 2021 – May 2022**

**Account Coordinator Intern**

- Created compelling and on-brand social media content for multiple clients, ensuring adherence to copyright regulations and driving increased engagement across platforms
- Contributed to the design and execution of comprehensive public relations campaigns, including drafting high-quality press releases, media pitches, and client updates
- Led media outreach initiatives, securing coverage in top-tier publications, online platforms, and social media, enhancing visibility for clients
- Assisted in the planning and execution of the Atelier Beauté Chanel pop-up event during SXSW 2022, attracting thousands of visitors over six weeks and amplifying brand exposure

## ACTIVITIES

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**Pi Beta Phi, Texas Alpha** – Austin, Texas

**January 2024 – Present**

**Director of Housing**

- Manage housing operations for over 60 sorority members, ensuring a safe, comfortable, and inclusive living environment
- Oversee maintenance, repairs, and renovations, coordinating with contractors, house mom, and house corporation
- Create and implement budgeting plans for housing expenses, including utilities, repairs, furnishings, and food, maintaining financial responsibility
- Organized and enforce rules and regulations, fostering a respectful and orderly living community
- Ensure compliance with university housing policies and sorority national headquarters regulations

**Rent the Runway** – Brooklyn, New York (Remote from Austin, Texas)

**August 2024 – Present**

**Brand Ambassador**

- Promoted Rent the Runway's brand on campus through social media engagement, peer outreach, and participation in marketing initiatives
- Assisted in the RTR College Tour, engaging with students to increase brand exposure, educate potential customers, and encourage membership through interactive events and promotions

**The University of Texas Silver Spurs** – Austin, Texas

**February 2024 – May 2026**

**Campus Member**

- Elected as a female representative by current Silver Spurs members, serving as an ambassador for the organization and supporting its mission to promote school spirit and community engagement
- Volunteer with the Neighborhood Longhorns Program to mentor and support over 5,500 Title I school students in Central Texas, encouraging academic achievement through scholarships, tutoring, campus visits, and events

## ADDITIONAL

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- **Honors:** Moody Dean's List (Fall/Spring 2023), University Honors (Fall/Spring 2023)
- **Certifications:** Microsoft Office 365, Muck Rack Fundamentals of Media Relations & Social Media, Bloomberg Market Concepts, University of Texas Data Analytics for Advertising & Public Relations