

Cale Ledford

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Education

The University of Georgia, Athens, GA

Graduation: Spring 2024

Major: Public Relations **Minor:** Political Science

Certificates: Personal and Organizational Leadership and Public Affairs Communications

- *Cumulative GPA:* 3.7/4.0
- *Relevant Coursework:* Public Affairs Communications, American Government, Public Relations Communications, Public Speaking, Research Methods in Political Science, Advertising and Public Relations, Applied Politics, and Leadership

Public Relations Experience

Press Intern, *United States Senate*, Washington, DC

June 2023 – August 2023

- Drafted press clips for the Senator and 40-person staff to read every morning to ensure the office's knowledge on current events
- Created digital graphics and copy for Facebook, Twitter and Instagram to relay the Senator's beliefs and work to the public
- Updated media lists to inform the communications office of all relevant contacts for garnering media attention for the Senator
- Exercised written communication skills by editing press releases and one-pagers to showcase the Senator's legislation and efforts

Tour Leader, *University of Georgia Visitors Center*, Athens, GA

November 2021 – Present

- Digest large amounts of information and data about the University of Georgia to simplify the college search process for visitors
- Serve as a campus ambassador by welcoming roughly 4,000 visitors to UGA's campus since being hired less than three years ago
- Embrace diverse tour groups of over 30 people from across the United States and adjust the tour to accommodate their needs
- Utilize strong verbal and interpersonal communication skills to present UGA's unique student experience and culture effectively
- Craft a personalized campus tour lasting two hours with own stories, advice and lessons to simplify the transition to college

Public Relations Specialist, *Talking Dog Agency*, Athens, GA

January 2023 – May 2023

- Acquired new skills by learning aspects of website development to create an online store for *The Atlanta Journal-Constitution*
- Developed deck writing expertise for presenting communication analytics and public relations strategies to Cox Enterprises
- Grew organizational skills and attention to detail apprehension to better embrace potential unexpected deliverables and needs
- Co-collaborated with a team to draft presentations to deliver analysis and findings to leaders in an efficient and effective manner

Leadership Experience and Campus Involvement

Ambassador, *Grady College of Journalism and Mass Communication*, Athens, GA

May 2023 – Present

- Present a positive and long-lasting image of Grady College and its students to alumni, donors, visitors and all other inquiries
- Engage with a team of 25 ambassadors to successfully lead tours, interact with special guests and aid aspiring Grady students

Leadership Fellow, *Institute for Leadership Advancement*, Athens, GA

January 2023 – Present

- Create a guidebook for rural communities in Georgia on how to install electric vehicle charging stations in their communities
- Serve as a consultant on a service learning team focused on community service, team bonding and a service learning project

Student, *Public Affairs Communications Certificate*, Athens, GA

August 2022 – Present

- Participate in the first undergraduate pre-professional public affairs program in the nation to improve political career knowledge

Director of Recruitment, *Alpha Kappa Psi Professional Fraternity*, Athens, GA

September 2021 – Present

- Recruit diverse groups of students from across campus by hosting three informational events for over 150 inquiries each cycle
- Create presentations that explain the needs and recommendations of fellow leaders, to ensure a successful recruitment process

Mentee, *UGA Mentor Program*, Athens, GA

September 2021 – Present

- Connect and meet with an alumnus of UGA to build stronger alumni relationships and a greater understanding of the workforce

DEI Committee Member, *UGA Public Relations Student Society of America*, Athens, GA

August 2021 – Present

- Drive initiatives to foster a more inclusive chapter, resulting in greater awareness of diversity issues and topics among members

Skills and Interests

- **Skills:** MS Office, Adobe Creative Suite, Google Office, Research, Social Media, Leadership, Writing and Public Speaking
- **Interests:** Communications, Georgia Football, Traveling, Cooking, Politics, Movies, Zodiac Signs and Charcuterie Boards