

**Griffith Sloan Waller**  
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## Education

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Bachelor of Arts in Communications and Information Science Dec. 2010  
The University of Alabama Tuscaloosa, Ala.  
Major: Public Relations/Political Science

## Summary of Qualifications

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- AP Style
- Media Outreach, including Blogger Outreach & Research
- Adobe InDesign, Photoshop and Illustrator
- Social Media Strategy & Marketing
- Microsoft Office Suite (Excel, Word, PowerPoint, etc.)
- Campaign Strategy, Development & Implementation
- Knowledge of Political Communication, Theory, Narrative and Strategies
- AP Style, Narrative, Hard-news, Speech, Feature & Technical Writing
- Media Relations (Cision, Radian6, HootSuite, TweetDeck & other programs)

## Awards & Published Work

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- American Advertising Federation—Birmingham, Luckie, Jr. Memorial Scholarship 2010; UA Profiles in Service and Leadership Award; UA College of Arts & Sciences Peer Adviser Scholarship; LEAD Chairman – Sigma Nu Fraternity, Theta Chapter
- PRSA 2011 Silver Anvil Finalist & Silver Anvil Award of Excellence (LessThanUThink)
- PRCA Medallion Award (LessThanUThink)
- AAF ADDY Awards: Best Collective Body of Work, Public Service Poster (Gold), Public Service Television (Gold), Public Service Non-Traditional (Gold), Public Service Mixed Media Campaign (Gold), Public Service Interactive (Silver)
- Published work: *The Crimson White*, *The Greenville Advocate* (Ala.), *The Agorean*, *Street Insider*...

## Relevant Experience

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GolinHarris Dallas, Texas  
Post-Graduate Intern Feb. – April 2011

- Drafted and edited published news releases, media alerts and online content
- Promoted corporate, client events via a combination of social media platforms
- Assisted in social media strategy, blogger outreach and analysis for key accounts
- Collaborated in brainstorming sessions, delivering various platform topics and ideas
- Drafted media briefing sheets preparing clients for in-person media briefings & press conferences
- Contributed to research and planning for clients' industry events
- Compiled extensive, targeted media lists for a variety of clients

The Capstone Agency Tuscaloosa, Ala.  
Account Executive/Media Relations Associate April – Dec. 2010

- Contributed to overall strategic implementation of the award winning campaign
- Used social media platforms to increase participation & awareness goals
- Garnered greater impressions via strategic media analysis, research and placement

- Produced regional, state and national media attention through press releases and online strategy
- Analyzed the overall effectiveness of the campaigns' social media and Web presence
- Supervised critical post-campaign research and evaluation
- Drafted and edited news releases, including ANRs and VNRs, along with other campaign copy
- Balanced the campaign budget and clients' goals with UA's policies and parameters

Pray for the Gulf Initiative

Orange Beach, Ala.

Public Relations Spokesperson

August – Sept. 2010

- Promoted key outreach messages for Pray for the Gulf Initiative
- Drafted, edited and distributed press materials
- Produced chairman's statements and newsletter content
- Coordinated communications efforts between event management, local officials and politicians
- Contacted and briefed media outlet producers on events, timing and news updates

The United States Senate

Washington, D.C.

Intern

June - July 2009

- Assisted all phases of constituent correspondence
- Drafted various press releases alerting media to key legislation
- Managed intake and distribution of colleague correspondence

Alabama Governor's Office of Faith-Based and Community Initiatives

Montgomery, Ala.

Intern

May - June 2009

- Designed banners to promote awareness for upcoming events
- Assisted with internal and external communications within the organization
- Contacted volunteers and community leaders in a recruitment and awareness campaign

The Alabama Children's Trust Fund

Montgomery, Ala.

Clerk & Administrative Assistant

May - August 2007

- Updated and maintained organization website
- Incorporated new ideas into website design while maintaining original intention
- Attended all staff meetings – filed, recorded and distributed the minutes