



# Alana Lynch



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Contact

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## ABOUT ME

I am a multimedia communicator at the Walter Cronkite School of Journalism with an interest in public relations. My passion for impact goes beyond the newsroom and classroom, as I am involved with various organizations and clubs on my campus that align with personal morals and aspirations. My involvement has helped me develop the necessary skills to be a leader and grow not only as a person but as a professional as well.

## EXPERIENCE

### **Public Relations Specialist, Fiesta Sports Foundation**

**August 2025-December 2025**

- Created five pieces of owned and multimedia media to drive traffic to their website
- Assisted with Social Media for the PAR 3 Challenge Event
- Assisted with Event Relations for the Par 3 Challenge
- Secured and created content on their behalf for Authority Magazine with over 40 UVM

### **Communications Intern, Arizona School Board Association**

**January 2025-May 2025**

- Developed content and scheduled weekly and monthly newsletters for the targeted audience.
- Created and scheduled graphics and content for all social media platforms.
- Assisted in various multimedia packages.
- Assisted in various campaigns, including rebranding.
- Designed documents for their targeted audience that fit within the brand.
- Ensured the website was updated and organized correctly.

**Producer, Broadcast and Social Media Director  
Varsity Sports Show**

## EDUCATION

### **MASTER OF ARTS (M.A.) IN COMMUNICATIONS AT ARIZONA STATE UNIVERSITY, DOWNTOWN PHOENIX.**

**EXPECTED GRADUATION  
MAY 2027**

- GRAMMAR FOR JOURNALISTS
- NEWS WRITING AND REPORTING
- MULTIMEDIA JOURNALISM
- CODING FOR JOURNALISTS
- PRINCIPLES AND HISTORY OF JOURNALISM
- PRINCIPLES OF STRATEGIC COMMUNICATION
- WRITING FOR PUBLIC RELATIONS
- PUBLIC RELATIONS RESEARCH
- INTRODUCTION TO EDITING
- CRONKITE AGENCY: PUBLIC RELATIONS
- PHOTOJOURNALISM
- CRITICAL RACE THEORY
- MEDIA ETHICS



## ORGANIZATIONS/CLUBS

**May 2025-August 2025**

- Produce and record weekly segments for the radio show.
- Develop promotional graphics for segments.
- Prepare and report weekly segments for live reporting for the radio show.
- Anchor on a radio show.

**Assistant****Reynolds Center of Business Journalism****May 2025-June 2025**

- Develop graphics and schedule social media content for all social media platforms.
- Improving the SEO for the website to generate interaction.
- Report and develop stories for publication within the business beat.
- Develop multimedia packages.

**Intern****Hattie B. BWIP****June 2025-June 2025**

- Became a mentor for the youth during the summer
- Developed and participated in leadership, confidence-building and educational activities catered to the youth.
- Cared for and looked after the youth for four consecutive days.

**SKILLS**

- Problem solving
- Flexibility
- Reporting
- Radio Broadcasting
- Social Media
- Communication
- Organization
- Social media
- Graphic Design
- Website Design
- Critical Thinking
- Collaboration
- Adobe Software
- Hootsuite

**ANCHOR & REPORTER****BLAZE RADIO, PHOENIX AZ****AUGUST 2023- MAY 2023**

- Developed effective communication and organizational skills while hosting live news broadcasts
- Gained experience with audio and visual equipment and software used in the broadcasting industry
- Reported on local artists

**CURRENT INTERNAL VICE PRESIDENT****FORMER DIRECTOR OF SOCIAL MEDIA,  
THE NATIONAL ASSOCIATION OF BLACK JOURNALIST,  
PHOENIX AZ****August 2023-Present**

- Developed social media content for the organization.
- Developed fundraiser campaign to accumulate funds for the organization.
- Organized and hosted networking events for my peers.
- Delegated tasks.
- Increased outreach and social media presence of the organization.
- Reported and provided content for stories.

**Secretary and Reporter****The Flare TV****May 2024- Present**

- One of the Founders of the organization.
- Assign tasks for the executive board and members of the organization.
- Assisted with organizing meetings for the members of the organization.
- Reported multiple stories within and out of the state of Arizona on sports and culture.
- Experience in photography, videography and editing.

**Freelance Reporter****The State Press****May 2024- January 2025**

- Reported on arts, culture, music and entertainment.

- Canva

#### **Historian and Member**

##### **Kappa Iota, Zeta Phi Beta Sorority Incorporated**

- Developed graphics and content for social media platforms.
- Assisted in organizing and planning events for the chapter.
- Assisted and participated in fundraising events and activities.
- I participated in community service.
- Ensure that members stay on task and complete their tasks during chapter meetings.

#### **Public Relations Chair**

##### **National Pan- Hellenic Council**

- Ensure that the image and reputation of the National Pan-Hellenic Council is protected and effective.
- Ensure that all events and accomplishments are documented by the whole council.
- Assign tasks and delegate amongst the members of the Public Relations Committee.
- Monitor and manage the social media platforms for the council.
- Represent the entire council in a respectful and effective manner.