

AUDREY M. LUCAS

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EDUCATION

University of North Carolina at Chapel Hill

Expected December 2026

B.A., Media and Journalism (Public Relations)

B.A., Management and Society

- Business Communication Focus

UNC Honors Semester in London

Spring 2026

PROFESSIONAL EXPERIENCE

The Lede Company, London, UK - Brand Intern

Spring 2026

- Execute daily media monitoring, press clippings, and real-time coverage tracking across UK publications and social platforms, delivering insights to support client reporting and campaign performance.
- Support a portfolio of fashion and lifestyle brands, contributing to tailored PR strategies and consistent brand visibility.
- Coordinate product seeding and sample trafficking, managing stylist outreach, gifting logistics for KOLs, and inventory to drive placements.
- Develop client-facing and internal deliverables, including monthly reports, brand hotsheets, media lists, and biweekly newsletters across UK and U.S. teams.
- Collaborate cross-functionally with stylists, talent, and internal teams, managing competing priorities in a fast-paced environment to support campaign execution.

UNC Press, Chapel Hill, NC - Publicity Intern

August 2025 - January 2026

- Served as the primary point of contact for 100+ authors, managing correspondence through the official publicity email account and ensuring timely, professional communication about newly published reviews.
- Evaluated 40+ academic journal reviews weekly to identify key insights and craft concise, publication-ready pull quotes that strengthen UNC Press's promotional and publicity materials.

Heelprint Communications, Chapel Hill, NC - Internal Outreach Associate

August 2025 - January 2026

- Support account teams with strategic communication plans utilizing research, messaging, and stakeholder engagement.
- Deliver insights through research and analysis to inform client positioning, media relations, and campaign strategy.

Anthropologie, Durham, NC - Sales Associate

November 2023 - January 2026

- Delivered personalized service for a diverse clientele at a high-volume store that serves 7.2–7.4 million customers annually, a 4% increase from last year, strengthening loyalty and sales.
- Adapted to evolving priorities across 4+ departments and collaborated with team to support performance and overall success.

Events & Venues Marketing Conference, Atlanta, GA - Intern

June 2025

- Collaborated with a national committee to execute a 400+ attendee conference featuring professionals from NBA arenas, live entertainment, and sports marketing.
- Supported PR initiatives through media briefs, coordination, and post-event coverage reporting.
- Built relationships with venue executives and league-affiliated marketers, strengthening interest in integrated brand storytelling.

STRATEGIC COMMUNICATIONS PROJECTS

January 2025 - Present

PR Writing, PR Research, PR Case Studies, Business Concepts for Communication

Hussman School of Media and Journalism, UNC-Chapel Hill

- Wrote press releases, media alerts, speeches, and nonprofit media kits simulating agency deliverables.
- Evaluated high-profile corporate crisis responses and developed strategic recommendations for reputation management.
- Led full-cycle campaign PR strategy project, finding core brand issue and executing research-based recommendations.
- Administered qualitative and quantitative research tools, including focus groups and surveys with 50+ participants.

SKILLS

AI Tools: Asana, Copilot, Gemini, Chat GPT, CreatorIQ, Lefty

Productivity: Microsoft Office Suite (Excel, Word, PowerPoint)

Writing: Press Release Writing, Copywriting, AP Style

Software: Salesforce, Canva, Muck Rack, Google Trends, Adobe

ADDITIONAL INFORMATION

Premiere Pro

- PRSSA, American Advertising Federation, Puppies at Carolina – Chapel Hill, NC | *Member*
- Carolina for the Kids – Chapel Hill, NC | *Formal Affairs Committee*
- Buckley Public Service Scholars – Chapel Hill, NC | *Incoming Scholar*
- Interests include global travel, mental health advocacy, theatre, and animal welfare.