

Showcase

Carly Steet's Pages

Introduction

Academic Materials

Co-curricular /Extracurricular Activities




















Professional Preparation/Resumé

Showcase



Aspen Snowmass PR Plan

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Miracle Jeans Day Press Release

 Miracle J...ease.doc

size: 110KB | Sunday, September 18, 2011

Miracle Jeans Day

Miracle Jeans day was the first event that I managed while working at the Children's Miracle Network Hospitals. This is the press release I composed for the event. The event was simple, but the meaning was profound: buy a pin for \$1 and be able to "Go Casual for Kids" for the day, while realizing that every \$1 pin that was sold directly helps local children in need.

I was born three months premature, but unfortunately, CMN Hospitals was only a year old at the time and would not emerge in my hometown until a few years later. After volunteering at CMN Hospital events as a child and young adult, I began to see firsthand how much families from the area were touched by their services, and I grew to love the foundation.



Revlon & Aspen Snowmass PR Plans

During my internship, all of the Spring 2012 interns were split into groups to work on a semester-long project of making a PR Plan for different publicity efforts. My group was given the task of researching the most influential makeup and beauty bloggers and to then think of a way to promote Revlon and Almay (Almay is also owned by Revlon) teaming up with each blogger. The blogger's views and beliefs had to reflect those of Revlon's and Almay's, since each company has their own unique messages and mission statements. This project was definitely difficult, as we were working in groups. Working on this project taught me not only how much goes into planning a PR campaign, but how to work effectively in a group, so everyone's opinions and thoughts were heard and combined in the project, while still maintaining the core goal.

For my Media Relations class, one of the projects we were assigned was my favorite project. We had to come up with an entire PR Plan including a messaging matrix, distribution strategies, and timelines, including many other aspects of a PR plan. I loved this project because I was able to make up an event for Aspen Snowmass/Aspen Skiing Company, and was able to put all of my ideas down in writing. I fell in love with Colorado and Aspen when I was skiing there last winter, which is what made this project fun and easy to complete, even though it took me the *entire* semester to work on!



Revlon PR Plan

 Benefits ...teet.doc

size: 29KB | Saturday, August 18, 2012

 Carly Ste...ject.ppt

size: 21.9MB | Saturday, August 18, 2012

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size: 44.5KB | Saturday, August 18, 2012

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size: 207KB | Monday, August 20, 2012

"Pink Curtains" Original Short Story

 "Pink Cur...s".2.doc

size: 46.5KB | Tuesday, September 20, 2011

The role of a writer is not to say what we all can say, but what we are unable to say. ~Anais Nin

About "Pink Curtains"

"Pink Curtains" is an original short story that I wrote for my senior year Creative Writing 385 class at Le Moyne College. I was inspired by a mix of events that I had witnessed and heard about through family members and friends. Although the inspiration for the story was real, the story itself is completely fictional as are all characters. As tragic and heartbreaking that this story is, I loved writing it. Playing around with different characters, word choices, series of events, and images, is truly a lot of fun and hard work. I thought of my close friends, myself, and family members as I created each character and gave them all characteristics of each person.

This story was written about 6 different times throughout the course of the semester. The ending was created over and over again with different scenarios, but I finally chose to give it no concrete ending since that is what real life is like: you do not know what will happen next.

Newsletter Articles

 Miracles ...cles.doc

size: 594.5KB | Saturday, December 03, 2011



"Miracles" Newsletter

During my work experience at the Children's Miracle Network Hospitals, I was given the task of writing articles for the quarterly "Miracles" newsletter. I wrote articles for each newsletter, but the Fall 2010 newsletter featured all of my articles.

I loved writing these stories. They made me cry, laugh, and feel anxious for these families as I reported on the excruciatingly low weights of some premature babies, and their struggle and pure will to live. Seeing these children smiling and happy in their pictures on the pages of the newsletters makes me proud to be a part of such a great organization.

Feedback:

Each page gets better and better!!!

 Olivia Hunter | 04 December 2011, 8:51 AM

1 comment

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