

# Lady Frances HAMILTON

## EDUCATION

Auburn University | Auburn, AL  
*Bachelor of Arts in Public Re-  
lations*  
Business and Leadership  
Minors

## SKILLSETS

- Proficient in Adobe InDesign CC, Photoshop CC and Illustrator CC
- Skilled in social media analytics and management
- Proficient in Microsoft Word, Excel and PowerPoint Skilled in social media analytics and management
- Adept in event planning and event marketing

## HONORS AND CERTIFICATIONS

- Auburn University Miss Homecoming 2021
- Auburn University Honor Roll
- Auburn University Dean's List
- Omicron Delta Kappa Honor Society
- Rho Lambda Honor Society
- Mortar Board Honor Society
- Phi Kappa Phi Honor Society
- Auburn University Charter Scholarship Recipient
- Google Analytics Certification
- Hubspot Social Media Certification

## LEADERSHIP

**Auburn University Panhellenic Council** | Oct. 2019 - December 2021

*President* | October 2020 - Present

- Held overall responsibility for the operation of 18 individual chapters (5,100 women) within Panhellenic
- Conducted bi-weekly meetings and counsel for the 18 chapter presidents
- Preside over all meetings of the Panhellenic Association and the Panhellenic Executive Board
- Managed a budget of over \$350,000 and cut chapter expenditures for recruitment
- Integral of the recruitment and retention of 1,800+ potential new members during fall formal recruitment
- Planned and executed the largest Primary Recruitment process in the history of the University
- Earned National awards for Campus and Community Relations, Social and Cultural Awareness, and a Council Impact Award from the Southeastern Greek Leadership Association

*Panhellenic Delegate* | October 2019 - October 2020

- Attended weekly meetings, completed office hours, and served as the liaison between my social sorority and Auburn Panhellenic
- Facilitated all communication between social sorority and Auburn Panhellenic, regarding all Panhellenic drives and philanthropy events

**Auburn University Office of Communications and Marketing PR Intern**

*May 2021 - August 2021*

- Ran all Auburn University social media platforms throughout the summer, created content, and worked to increase engagement

## INVOLVEMENT AND COMMITTEES

**Auburn University Student Recruiters** | August 2019 - April 2020

- Led 2 tours per week, while serving as a representative at recruiting events
- Contributed information and insight about the University to Prospective families

**Auburn University Presidential Task Force for Equity and Opportunity** | April 2020 - Present

**Auburn University Housing Committee** | October 2021 - Present



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Lady Frances Hamilton



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