

PHILLIP WALLER

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EDUCATION

George Washington University, School of Media and Public Affairs

M.A. Media and Strategic Communication

Expected Graduation May 2017

The University of Mississippi, Sally McDonnell Barksdale Honors College

B.A. Public Policy Leadership & B.A.J. Journalism

May 2015, Summa Cum Laude

WORK & EXPERIENCE

SCHOOL OF MEDIA AND PUBLIC AFFAIRS, George Washington University

Graduate Research Assistant, August 2016 – Present

- Line and copy edited academic manuscripts for publication with Dr. Nikki Usher and Dr. Will Youmans.
- Assisted with teaching tasks, including grading, rubric design, and syllabus updates.

AMERICA RISING PAC, Rosslyn, VA

PAC Intern, May 2016 – Present

- Drafted posts incorporating targeted research for PAC website and distribution to selected media.
- Drafted social media content and assisted with PAC site SEO and image library management.
- Developed national press lists and compiled media impact summaries for selected pitches.

U.S. SENATOR ROGER F. WICKER, Washington, D.C.

Digital Communications Intern, January 2016 – May 2016

- Designed still and animated graphics for publication on Senator's social media channels.
- Assisted with other communication tasks as needed.

Intern, May 2014 – June 2014

- Compiled and archived daily press clips of local, national, and congressional news.
- Assisted chief of staff, reviewed constituent mail, and prepared daily meeting and hearing memos.

THE OLE MISS, University of Mississippi

Editor in Chief, March 2014 – May 2015

- Managed photography, design, writing, sports, and business components of a 368-page publication.
- Directed staff of 5 editors and over 30 contributors to create high quality content on deadline.
- Revived *The Ole Miss* brand with new social and traditional media outreach plan.

Photography Editor, April 2013 – March 2014

- Captured, assigned, selected, and edited photographs for 300+ page publication.
- Managed trained photo staff and collaborated with editorial staff on overall design of publication.

NATIONAL REPUBLICAN SENATORIAL COMMITTEE, Washington, D.C.

Digital Intern, June 2014 – August 2014

- Created daily posts for committee blog.
- Developed and designed social media graphics and website wireframes using Adobe Creative Suite tools.
- Compiled engagement statistics and assisted finance and political team with events.

THE CIRLOT AGENCY, Flowood, MS

Brand Strategy Intern, May 2013 – July 2013

- Compiled market research for client presentations.
- Produced client web videos for Sanderson Farms PGA Golf Championship.
- Contributed to company blog and assisted with external client communications including press releases and media alerts.

UM BRAND SERVICES, University of Mississippi

Media Intern, May 2012 – August 2012

- Assisted imaging staff on assignments and created School of Education training videos using Final Cut Pro.

THE DAILY MISSISSIPPIAN, The University of Mississippi

Staff Photographer, August 2011 – May 2015

- Created newsworthy photographs for daily student newspaper in a variety of challenging environments.

SERVICE

UM BIG EVENT, University of Mississippi

Co-Director of Marketing, September 2012 – March 2014

- Created event-marketing strategy using video, print, web and social media outlets to attract 1,500 volunteers and raise \$15,000 for the third year of the event.
- Planned first direct marketing campaign to increase registration for event to goal of 3,000 volunteers in the fourth year.

UM RELAY FOR LIFE, University of Mississippi

Communications Chair, June 2012 – April 2014

- Launched new social media campaign for fundraising events and designed coordinating handouts and posters for University record of \$55,000 in contributions to the ACS.

HONORS & OTHER INVOLVEMENT

- University of Mississippi Hall of Fame, Class of 2015
- Phi Kappa Phi
- Phi Beta Kappa
- Kappa Tau Alpha
- Mortar Board Senior Honor Society
- Taylor Medal Recipient
- Eagle Scout

SKILLS

Design and Multimedia: Proficient in Adobe Photoshop, Premiere, InDesign and Lightroom. Familiar with Adobe Illustrator, Bridge and Camera Bits Photo Mechanic. Experienced Photographer.

Social Media and Web Content Management: Facebook, Twitter, Instagram, Snapchat, and YouTube page design and management. Web Content Management using WordPress and Joomla. Familiar with HTML and CSS. AP Style.

Research: Basic policy research and analysis. Line and copy editing. Proficient with Microsoft Word, PowerPoint, and Excel. Advanced academic database search, including LexisNexis, Google Scholar, JSTOR, etc.