

John Romero

Eugene, OR | rjohn499@gmail.com | 541-556-1032

Public Relations student with experience in strategic communication, operations, and audience engagement. Interested in innovation, problem-solving, and building ideas through collaboration. Passionate about sports, media, and community-driven projects.

EDUCATION

University of Oregon – Eugene, OR

Bachelor of Science in Public Relations

Minor: Sports Business | Expected Graduation: 2026

Admitted to M.A. in Advertising & Brand Responsibility (Fall 2026)

PROFESSIONAL EXPERIENCE

Student Office Assistant | University of Oregon – Sponsored Project Services (June 2024 – Present)

- Organize and maintain project documentation; file correspondence and reports to appropriate records.
- Prepare project reports and distribute to principal investigators and administrative stakeholders.
- Generate effort and project workflow reports to support project oversight, tracking, and reconciliation.
- Draft and send follow-up and reminder communications regarding outstanding or overdue reports, certifications, or required project actions.
- Support Microsoft Teams and email communications across multiple teams; track updates and assist with task coordination.
- Work regularly in Excel for tracking information, organizing data, and formatting reports for clarity and accuracy.

Account Executive | Allen Hall Public Relations – Eugene, OR (Jan 2024 – Mar 2025)

- Collaborated with a student team to design and execute public relations strategies for the TrackTown USA account.
- Created campaign messaging and press materials to promote track and field events at Hayward Field and strengthen community engagement.
- Managed social media content, media lists, and outreach efforts to expand event awareness and attendance.

- Gained professional experience within a student-run PR agency, developing client communication and teamwork skills.

Marketing & Fan Experience Intern | University of Oregon Athletic Department – Eugene, OR
(Aug 2023 – Sept 2023)

- Supported marketing and promotional strategies to enhance the game-day experience for Oregon Athletics fans.
- Assisted with in-game promotions and on-field activities, collaborating with staff to increase student participation.
- Contributed to brand activation efforts to boost engagement and school spirit across campus events.

ACADEMIC PROJECTS & COURSEWORK

Sports Business & Marketing | University of Oregon

- Developed a group presentation analyzing global brand strategy and community partnerships.
- Created a comprehensive marketing proposal for a fictional sports brand, using SWOT analysis and market segmentation.

Principles of Public Relations | University of Oregon

- Researched a public relations campaign from concept to evaluation, focusing on message development and audience targeting.
- Drafted a press release and media plan to simulate a professional client scenario.

TECHNICAL & PROFESSIONAL SKILLS

Software: Microsoft Excel & Office Suite, Adobe Photoshop, Canva, Google Workspace

Social Media: Instagram, X (Twitter), TikTok, Facebook, LinkedIn

Additional: Event Planning, Content Creation, Public Relations Strategy, Media Relations