

Catherine O'Halloran

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EDUCATION

The University of Alabama, Tuscaloosa, Ala.

May 2025

Bachelor of Arts in Communication and Information Sciences

Major: Public Relations Minor: Digital, Public and Professional Writing

WORK EXPERIENCE

Social Media Intern

May 2025 - Present

Bham Now, Birmingham, Ala.

- Created engaging social media content across Instagram, Facebook, LinkedIn, and TikTok platforms to promote local Birmingham businesses and events.
- Produced and edited short-form video content including Reels and TikToks using mobile photography and video editing skills.
- Wrote compelling, on-brand copy and captions tailored to different social media platforms to maximize audience engagement.
- Covered live events including grand openings and community gatherings to create real-time social media content.
- Conducted on-site photography and videography using mobile devices to capture high-quality promotional materials.
- Contributed written articles and stories for BhamNow.com website covering local businesses and community developments.
- Researched and reported on Birmingham's restaurant scene, entertainment venues, and emerging businesses.
- Managed multiple social media campaigns simultaneously while meeting tight deadlines for time-sensitive content.
- Coordinated content calendar across multiple platforms to ensure consistent brand messaging.

Social Media Intern

April 2024 - May 2025

Bryant Bank, Tuscaloosa, Ala.

- Work with the bank's marketing team to promote bank services through digital and print ads, producing 3-5 Canva graphics per week.
- Helped to bring overall impressions up by 42.8% and audience up by 2.1%.
- Highlight special events and community activities through digital and print media, producing 3-5 Canva graphics per week.
- Create engaging content for all major social media platforms to increase Bryant Bank's brand awareness including photos, video and limited graphics.
- Worked on annual donation campaign to provide funds to non-profits across Alabama. Produced print magazines for over 10,000 customers and bankers, in addition to email through Mailchimp. Provided content for magazines and social media.
- Brainstorm and offer ideas for social media projects/opportunities.
- Assist with monitoring the social media channels and activities on platforms such as Trello and Kadince.

Student Executive Council Secretary

April 2024 - May 2025

The University of Alabama | College of Communication and Information Sciences, Tuscaloosa, Ala.

- Maintain correspondence with advisors and acted as the official point of contact for 47 members, including sending out all communication from the VP, secretary and advisors.
- Work alongside external relations delegate to oversee events and initiatives.
- Take meeting minutes during each meeting and provide that information to all other members within two days of the meeting. Work with executive board to write agenda for meetings.

Communication and Student Outreach Student Assistant

August 2023 – May 2024

The University of Alabama | College of Communications and Information Sciences, Tuscaloosa, Ala.

- Worked within Tisch Undergraduate Student Services and Engagement to assist in producing the promotion of C&IS student events and engagement efforts by coordinating processes, marketing and promotions.

- Wrote copy for prospective student promotional materials through event communication, social media management, and email marketing using MailChimp, Instagram and LinkedIn.
- Managed the @uaccisstudents Instagram account, helping to boost engagement and following through dynamic and interactive media, including multiple reels that garnered over 3,000 views.
- Planned, filmed and orchestrated a social media campaign following my time through New York City on an Industry Immersion trip using Instagram stories.
- Developed content for the C&IS LinkedIn account, and assisted with photography, graphic design and video production using Canva, CapCut, Adobe Suite and iMovie.
- Partnered with other C&IS students and faculty to encourage student communication efforts through engaging events and promotions.
- Served as an office representative during office and college-wide events, orchestrated event operations, information tables and marketing efforts.
- Created and managed social media calendar using Google Sheets to promote organization and success through planned campaigns.
- Communicated with coworkers through Microsoft 365 platforms such as Teams and Outlook.

Content Intern

April 2022 - August 2022

Hville Blast, Huntsville, Ala.

- Operated social media channels and communicated professionally in a fast-paced environment.
- Managed company's Facebook, Instagram and LinkedIn platforms, writing micro-blogs and producing reels, two of which exceeded 30,000 views.

CAMPUS EXPERIENCE

Lifestyle Writing Contributor

August 2023 - Present

Alice Magazine | UA Student Media, Tuscaloosa, Ala.

- Crafted compelling lifestyle articles on diverse topics, including travel, consumer culture and health, engaging a campus-wide audience at The University of Alabama.
- Authored the feature "National Parks Are the New Fabulous Vacation" (Fall 2023), highlighting sustainable travel trends and inspiring readers to explore outdoor destinations.
- Published "Shop till you Drop: America's Love Affair with Consumerism" (Spring 2024), analyzing cultural shopping habits and their implications for modern society.
- Researched and wrote an in-depth article on "Finding the Right Birth Control for You" (Spring 2025), providing accessible, evidence-based insights from real, relatable doctors for a diverse readership.
- Collaborated with the editorial team to align content with Alice Magazine's brand voice and editorial standards, ensuring articles resonated with target demographics.
- Maintained strict deadlines for article submissions, balancing academic responsibilities while producing high-quality content for publication.

General Member

August 2023 - Present

Public Relations Council of Alabama | College of Communication and Information Sciences, Tuscaloosa, Ala.

- Participated in monthly chapter meetings featuring guest speakers, gaining valuable insights into current trends and best practices in public relations and communications.
- Collaborated with peers and industry professionals to exchange ideas and strategies for successful communication campaigns.
- Developed practical knowledge of public relations concepts by learning from experienced practitioners during guest speaker sessions on hot topics in PR.
- Expanded professional network by building connections with like-minded peers and seasoned PR professionals within the PRCA community.
- Demonstrated commitment to the field of public relations by actively engaging in chapter events and opportunities to build a strong foundation for a successful career.

Oakley Society Professional Development Mentee

August 2023 – May 2024

The University of Alabama | College of Communications and Information Sciences, Tuscaloosa, Ala.

- Gained industry insights by engaging in a structured mentorship program with a seasoned professional in the communications and marketing field.
- Developed meaningful connections with industry professionals, leveraging mentorship and networking opportunities to expand knowledge of career paths and industry best practices.
- Refined personal branding and communication strategies by applying feedback and guidance from an experienced mentor.
- Explored industry trends and challenges through guided discussions and one-on-one mentorship, gaining a competitive edge in the job market.
- Demonstrated initiative and commitment by actively engaging in opportunities to grow professionally within a structured, high-impact program.

Industry Immersion

December 2023

The University of Alabama | College of Communications and Information Sciences, Tuscaloosa, Ala.

- Developed a deeper understanding of marketing strategies in highly competitive industries on a student-led trip to New York City to meet with alumni working in communications.
- Engaged in discussions with industry leaders about the impact of social media, influencer marketing and data analytics on modern advertising strategies.
- Built a network of industry professionals, fostering relationships that provided ongoing career guidance.

STUDY ABROAD EXPERIENCE

C&IS in France

June 2024

The University of Alabama | College of Communications and Information Sciences, Tuscaloosa, Ala.

- Attended the Cannes Lions International Festival for Creativity in Cannes, France, gaining exposure to global trends in advertising, marketing and public relations.
- Completed a cultural and industry immersion program in Paris, enhancing cross-cultural communication skills and understanding of international business practices.
- Engaged in seminars, workshops and networking events with industry leaders from organizations such as Amazon, T-Mobile, Patagonia, Edelman and e.l.f., fostering insights into innovative marketing and communication strategies.
- Visited prominent communication firms specializing in advertising, public relations, corporate communications and news media to explore best industry practices.
- Enriched cultural awareness through visits to iconic Parisian landmarks, including Sainte-Chapelle, the Palace of Versailles, Eiffel Tower, Musée d'Orsay, Musée de l'Orangerie and the Louvre, integrating historical and cultural context into global communication perspectives.