

GRETA EDWARDS

Journalism | PR Professional

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Experience

Media Relations Assistant | Intern

Utah State Athletics Feb 2025 - Current

- Compose pre- and post-game releases for Utah State Men's and Women's Tennis, covering standout performances, key moments, and upcoming matches.
- Publish content for @USUWomenTennis and @USUMenTennis social media accounts to increase visibility and fan engagement.
- Record and organize statistics for Utah State Football; deliver quick stats and game books to broadcast teams, coaches, and media crews.
- Archive and organize photos from photographers to ensure accessibility for staff and media.
- Track key stats for Utah State Men's Basketball and deliver quick sheets to coaches and broadcast teams.
- Post real-time game updates, highlights, and promotional content to @USUWBasketball on Instagram and X.
- Assist in updating team flip cards for Tennis and Softball, maintaining accurate rosters for media and game operations.
- Track player substitutions and communicate referee updates to the press box for Utah State Soccer home games.

Media Studio Campaign Advisor

Utah State University Apr 2025 - Oct 2025

- Composed and edited content for donor emails, updates, and campaign web pages supporting the new Communications Media Studio initiative.
 - Created and scheduled social media content for Journalism social accounts and College of Arts and Sciences accounts to promote campaign milestones and achievements.
 - Developed creative ideas for visuals, graphics, and video footage used in campaign storytelling and promotional content.
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Education

Bachelor of Science

Utah State University

3.6 GPA

2022 - 2026

Major: Journalism: Public Relations & Social Media

Minor: Marketing & Psychology

Dean's List

Public Relations Student Society of America (PRSSA)

Skills

- Positive, friendly team player with a strong, helpful attitude
- Excellent customer service with a focus on client satisfaction
- Fast learner who adapts quickly to new tasks, environments, and challenges
- Strong problem-solving abilities with a detail-oriented and organized approach
- Creative thinker with an ability to develop innovative solutions
- Effective communicator with strong interpersonal skills
- Experienced in writing press releases and game recaps through Utah State Athletics
- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Skilled in Google Suite (Docs, Sheets, Slides, Forms, Drive)