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# ADDISON ARAVE

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## SUMMARY

I am a driven communicator with the passion for creating and curating unique and effective content. As an experienced brand advocate, I can carefully balance various specialties to fit within a company's voice, while honoring their unique goals. My long-term goal is to use my talents become a catalyst for positive change, a compassionate manager, and an effective mentor.

## EXPERIENCE

### **Idaho National Laboratory, Nuclear Science & Technology** *Communications Specialist*

August 2022 - PRESENT

- Collecting, editing, and distributing monthly research, program, and personnel highlights.
- Authoring unique social media content, feature stories, news releases, factsheets, website copy and internal newsletters.
- Coordinating and directing photo and video shoots.
- Supplying and staffing conference and event appearances on behalf of INL.
- Acting as an intermediary between the Department of Energy Idaho office, INL leadership, communications personnel, the graphic design team, and nuclear researchers.
- Participating in the on-call crisis communications team.

### **Southcentral Foundation, Public Relations** *Public Relations Specialist*

February 2020 - May 2023

- Coordinated projects between customers, vendors, coworkers, and company leadership. Specifically assigned to health education, primary care, and pediatrics.
- Brainstormed, created, designed, and executed comprehensive campaigns for internal and external audiences.
- Authored intranet and social media postings, composed company-wide emails, managed the Wordpress website, wrote news articles, designed for digital billboards, created various print materials, and photographed events.

**Habitat for Humanity, Anchorage**  
*Social Media/Marketing Intern*

September 2019 - January 2020

- Facilitated community partnerships and linked with community services to meet donation goals.
- Maintained the Habitat for Humanity Anchorage social media pages.
- Created content for annual campaigns, contests, and newsletters.
- Participated in outreach via mailers, direct phone calls, event booths, and photography during construction site visits.

**EDUCATION**

**Brigham Young University - Idaho**

*Bachelor of Science in Communications, Public Relations*

September 2015 - December 2019 | Idaho Falls, Idaho

**SKILLS**

- Adobe Creative Cloud
- Microsoft programs
- AP style writing
- Social media management
- Copy editing
- Research
- Project management
- Corporate communications
- Brand advocacy

*References available upon request.*