

Bobbie Adelson

Strategic Communicator at the University of Oregon



About Me

I'm a strategic communicator pursuing a degree in Public Relations and Advertising at the School of Journalism and Communications at the University of Oregon, specializing in creative problem solving, media strategy, and trend forecasting. Growing up in Phoenix, Arizona, I found a passion for the fashion industry (after having to wear a uniform for four years) and expressing myself through my style. In the future, I hope to work in the fashion industry and grow my communications skills in a creative hub like New York City. I love dogs (my Labradoodle Ruby), coffee, shopping, movies, and Harry Styles.

Skills

- Creative problem solving
- Eagerness to learn
- Media strategy
- Content creation
- Organization
- Trend forecasting
- Pop culture knowledge
- Leadership

Why PR?

As a creative person, I found that PR helps me communicate these skills with creating brand personas, advertisements, social media strategies, and overall being able to use my communication skills. Combining this with studying advertisements allows me to combine my passions and skills.

Why Fashion?

My addiction to online shopping probably started this passion of mine. I love styling my friends and sharing my outfit creations. Growing up, I was obsessed with celebrities and red carpet outfits. As stated, I hope to work in the fashion industry in public relations or marketing, and maybe one day work at a fashion week.

Crabtree & Evelyn Social Media Intern

One of the coolest internships I've ever got. I knew this brand through my mom and grandma, and after reading about their re-brand, I knew I wanted to learn from this iconic brand. During the summer of 2021, I created content, engaged in customer interactions via Instagram, wrote copy for captions on social media platforms, and optimized data analytics. I got their engagement rates up and even made some viral tiktoks. I learned the ins and outs of the beauty brand and how to run a brand's social media.

The logo for Crabtree & Evelyn, featuring the brand name in a bold, teal, sans-serif font. The words "CRABTREE" and "EVELYN" are stacked on two lines, with an ampersand "&" positioned between them on the second line.

**CRABTREE
& EVELYN**

Crabtree & Evelyn Social Media Intern



crabtreeandevelyn • Following

crabtreeandevelyn From replacing sports drinks to being served up in cocktails (don't mind if we do 🍹), is there anything coconut water *can't* do. We use it in our Evelyn Rose Luscious Shower Milk, too, actually. The benefits?

- 👉 Helps skin save its natural moisture
- 👉 Won't strip away any good stuff
- 👉 Softens limbs straight from the shower

Share with a friend who'd love this summer-ready hydrator ☀️💧

41w

the_essentialist_ So refreshing ❤️❤️❤️

41w 1 like

— View replies (1)



Original Audio

crabtreeandevelyn Want a new way to get the very *best* out of our bestselling Luscious Shower Milk? Get ready to hit save 📌

- ✓ Take a dollop of its cream-to-foam formula
- ✓ Mix in our The Gardeners Ground Exfoliation Powder (as much or little as you like)
- ✓ Lather together to cleanse and gently buff skin simultaneously

Oh, and did you know? Our powder is made with *real* coffee grounds that boost circulation and wake up skin ☕

👉 by @biancavenerayan

42w

itsphyllisjean Looks incredible!!!

42w 1 like

— View replies (1)

when the Velvet Body Melt is back in stock

A video still showing a woman in a tan hoodie covering her mouth with her hand, looking surprised. She is surrounded by other people in a store setting. A red text box at the top reads "when the Velvet Body Melt is back in stock".

14

4

Shop Stephanie's Retail Assistant

I found my love for fashion during the summer going into my senior year of high school. I worked at a local boutique in my hometown where I was invited to New York City to shadow a "buying" trip. I created content for the boutique and got to pick out some pieces. I learned so much about the industry and got to visit many big-name brand showrooms like Golden Goose and Re-Done jeans.



Chi Omega New Member Educator

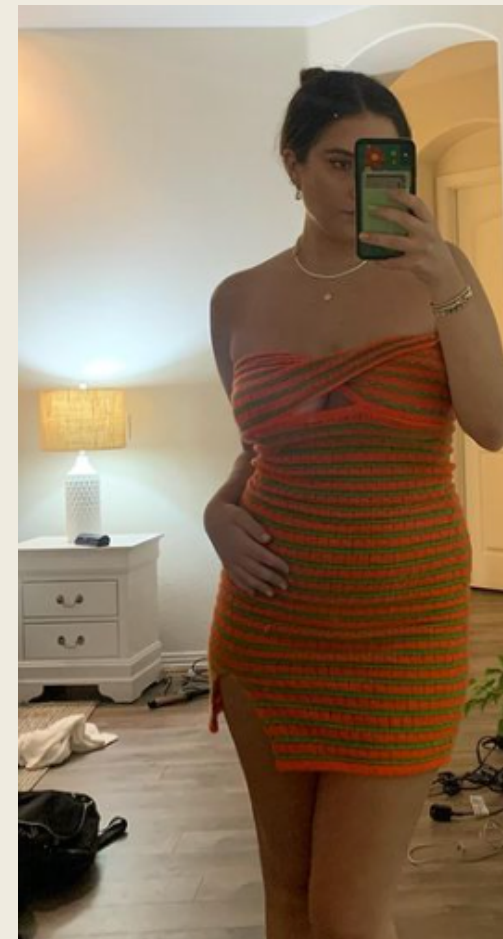
Something I've been super proud of was being chosen as New Member Educator of my chapter. It gave me a workplace experience as being a leader but also being able to express my creative side. I was tasked in making sure the new members were comfortable and made their transition into the chapter as smooth as possible. My favorite thing I've done: I planned my chapter's bid day.



Passion Project

My resume isn't as full as others, however, one thing I love is sharing outfits I create with the world. @FitsByBabz is my passion and my baby, where I take simple pics in mirrors around the world! Being able to show my creative side with fashion and clothing is something that I will love forever and ever! I find lots of inspiration from Pinterest and following tons of influencers.

Curent inspo: @MatildaDjerf



What's Next?

This summer, I will be going to London for a Journalism program through UO!

Here, I will learn about the European Sports journalism market and also the ever-growing arts industry. I will graduate in the Spring of 2023, and

hopefully, get my foot into the fashion industry in NYC.



Thank You!



@bobbieadelson

Portfolio: www.bobbieadelson.com



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