

PATRICK FLEMING

CONTACT

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EDUCATION

• 2021-2025

AMERICAN UNIVERSITY

- Bachelor of Science in Business Administration with a Specialization in Digital Marketing, Minor in Communications
- 3.5 GPA
- Deans List 2021,2023,2025

SKILLS & CERTIFICATIONS

PR & Communications

- Media Relations

(Coverage & Pitch Letters)

- SEO & Content Strategy
- Digital Strategy
- Project & Campaign Management

Analytics & Tools

- Google Analytics (Certified)
- CRM Management
- AI Tools for Content Development (Prompt Engineering)
- Microsoft Office & Google Suite

Creative & Technical

- Adobe Photoshop
- Graphic Design & Video Editing

Certifications

- Google Analytics for Beginners (Certified)
- ChatGPT for Advanced Data Analytics
- Prompt Engineering for ChatGPT

PR and Digital Marketing Professional passionate about creating content that engages audiences, builds influence, and drives measurable impact.

WORK EXPERIENCE:

American University Athletic Department

Head Marketing and Communications Intern

Jan. 2024 - Aug. 2024

- Monitored media coverage for 15+ "Team AU" corporate partners and led sponsorship fulfillment and digital recap efforts, ensuring compliance and extension for all corporate partners
- Aided in all promotional initiatives for the student-run fan group (Blue Crew), including designing the 2024-2025 member t-shirt distributed to 7,000+ students
- Crafted and distributed pitch letters to public schools, alumni networks, and DC businesses to expand gameday attendance and strengthen community engagement

American University School of Communication

Undergraduate Course Creator and Advisor

Dec. 2024 - May 2025

- Developed and managed a full undergraduate personal branding curriculum (Comm-296), integrating PR, digital marketing, and strategic communications
- Facilitated 2.5 hour sessions, aligning activities with communication objectives and goals
- Designed and implemented 15+ structured lesson plans for 30+ participants, ensuring clear messaging, engagement, and measurable outcomes

American University Club Basketball

Founder & Social Media Coordinator

Sept. 2021 - May 2025

- Directed all digital strategy and graphic design for social media, ensuring cohesive branding and engaging content across platforms
- Grew audience by 45-65% every six months, driving measurable community engagement and visibility
- Produced high-performing short-form video content at team events, generating 65,000+ Instagram views and expanding brand reach

REFERENCES

Scott Talan

American University Communications professor in Public Relations and Strategic Communications

Email : Talan@american.edu

Debbie Macdougall

Senior Director at ATA, Former CEO of Levick PR

Email : debbiemachome@gmail.com