

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
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