Asia Watson

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EDUCATION

Auburn University **Aug 2022 - Dec 2026**
Public Relations Major, BA | Deans List Recipient *GPA: 3.64*

WORK EXPERIENCE

JMG Public Relations **New York, NY**
Public Relations Intern *Jan 2026 - May 2026*

- Supported account executives with media research, press materials, and media pitches, contributing to coverage in outlets such as The New York Times, People Magazine, Inside Edition, Associated Press, etc.
- Contributed to a media pitch for food influencer Keith Lee's partnership with Brooklyn Dumpling Shop, securing media coverage and brand visibility.
- Conducted competitor analysis research for new clients onboarding, including Food Network chef Aarthi Sampath.
- Drafted client briefing documents for media interviews and features, ensuring effective media preparation.
- Developed a timely pitch for Quinn Residences, resulting in a quick turnaround interview with Associated Press.

The Oaks Agency **Auburn, AL**
Digital Designer Aug 2025 - Present

- Recruited into Auburn University's student-run PR agency as a digital designer to promote regional organizations.
- Drafted event campaigns for Opelika Main Street, supporting local businesses and community engagement.
- Concepted social media content for Redeeming Grace Ministries, a non-profit organization that provides a residential recovery program for women transitioning from rehabilitation programs or correctional facilities.

Fetii Auburn **Remote**
Social Media Manager *March 2025 - Present*

- Spearheaded content for Fetii Auburn's official Instagram, increasing followers by 5,000 in six months.
- Uploaded content 3 times per week, generating 1.5 million views over the course of 30 days.

Auburn AFROTC **Auburn, AL**
Public Affairs Flight Commander *May 2025 - Dec 2025*

- Produced training and recruitment content for the detachment's social media to increase awareness of the program.
- Documented fall semester training events with professional photography, improving media coverage.
- Reached over 250k views within 30 days that drove a 69% increase in overall analytics and boosted recruitment visibility.

Spicer's Music **Auburn, AL**
Instructor *Aug 2022 - Present*

- Instructed lessons for 200+ students of all ages, improving performance through structured learning plans.
- Tailored lessons to individual learning needs, resulting in increased student retention.
- Recognized as Instructor of The Month for excellence in teaching and student engagement.

Orangetheory Fitness **Auburn, AL**
Sales Associate & Head of Social Media June *2026 - Present*

- Engaged with members and prospective clients, promoting fitness programs and services.
- Produced daily content on social media, generating 97.7K views in one month.

EXTRACURRICULARS

Air Force Reserve Officer Training Corps - *Cadet* *Jan 2023 - Feb 2026*

- Achieved Academic Achievement Award for ranking in the top 15% of the cadet wing.
- Successfully completed Field Training, an intensive 3-week officer development program focused on leadership and discipline.

PR Campaigns - *Content Editor* *Aug 2025 - Dec 2025*

- Co-founded a PR agency that developed a full strategic campaign for Auburn City Market to improve event awareness.

INVOLVEMENT

Filipino-American Association of Central New Jersey (FAACNJ) - *Host* *www.faacnj.org*

- Hosted the annual FAACNJ Holiday Gala, guiding program flow and increasing event engagement for 200+ attendees.

Created With Purpose - *Speaker* *www.createdwpurpose.com*

- Advocated for post-graduation opportunities to at-risk teens and single mothers, increasing access to educational resources.

CERTIFICATIONS

- **Adobe Education:** Social Media Content Creation *April 2026*
- **CITI Certified:** Responsible Conduct of Research *April 2025*

SKILLS

Canva, Adobe Suite, Muck Rack, Press Releases, Press Summaries, Briefing Documents, Press Clippings, Social Media Strategy & Analytics, Media Pitches, Content Creation, Digital Design, Campaign Development | Client Onboarding