

Ella Alger
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Education

James Madison University (JMU), Harrisonburg, VA May 2026

Bachelor of Science in Media Arts and Design, Concentration in Creative Advertising

Second Major in Communication Studies, Concentration in Public Relations

GPA: 3.7 | President's List Scholar | Lambda Pi Eta, Communication Studies Honor Society

2025 Daphne Lowell Memorial Scholarship recipient | *PRSA Richmond Foundation*

Experience

Bluestone Communications | Harrisonburg, VA Aug. 2024–Present

Firm Director, Jan. 2026–Present

Account Manager, Aug. 2025–Dec. 2025

Account Executive, Aug. 2024–May 2025

- JMU's nationally affiliated, student-run public relations firm.
- As Firm Director, oversee 5 executive board leaders and 30+ firm members, coordinate all firm operations, manage client accounts, and guide the development of strategic plans with the executive team.
- Maintain strong communication between the firm and the PRSSA chapter, as well as relationships with faculty directors, professional advisers, and sponsors.
- Lead firm meetings, mentor student employees, and review deliverables to ensure quality and professionalism.

Boathouse Group | *Marketing Intern* | Waltham, MA June 2025–Aug. 2025

- Supported the PR team in executing media outreach strategies internally and externally.
- Drafted social media content and newsletters through HubSpot, as well as navigated marketing, CRM, and social media analytics on HubSpot and TalkWalker.
- Engaged in client-facing meetings and agency-wide initiatives to support integrated marketing efforts.

Hollywood Agency | *Media Relations Intern* | Hingham, MA May 2024–Aug. 2024

- Compiled competitor audits using Google News by monitoring competitors, creating media contacts and conducting market surveys to inform strategic decision-making.
- Maintained effective media relations for B2B and B2C clients by curating media lists of relevant contacts through MuckRack, collecting editorial calendars and drafting persuasive public relations deliverables, including pitches and press releases.
- Researched and identified social media influencers on platforms such as Instagram and TikTok, resulting in a list of contacts for pitching and product promotions.

Office of Residence Life | *Design and Marketing Student Assistant* | Harrisonburg, VA Aug. 2023–Dec. 2024

- Work collaboratively with the Social Media and Marketing Manager.
- Create visual resources and information through Adobe Creative Suite and Canva and implement them through Meta Business Suite for Residence Life social media, as well as website and print deliverables.
- Keep up to date with current trends and update content consistently to meet the needs of students at JMU.

Campus Involvement

Public Relations Student Society of America | *Vice President* | JMU Chapter May 2025–Present

- Organize and facilitate general body meetings, networking events and fundraising efforts.
- Enhance professional growth by engaging with alumni and faculty.

Lambda Pi Eta | *Marketing Director* | Gamma Beta Chapter May 2025–Present

- Create and post on social media accounts for the organization, detailing upcoming events and meeting schedules.
- Support communication students by delivering exam review sessions to strengthen comprehension.

Student Ambassadors | *Tour Guide* | JMU Jan. 2024–Present

- Give approximately 20 informational tours per year of the JMU campus to prospective students and families.
- Provide a detailed history of the campus, highlight personal experiences and perspectives, and offer opportunity for questions and discussion.