

# MARDI PFEIFER

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## EDUCATION

### University of Oregon, Clark Honors College

Eugene, OR | Expected SPRING 2026

B.A. in Public Relations, minors in Entrepreneurship & Business Administration

- Research Thesis: "Obligations of Political Vocality for Public Figures in the American Music Industry"

## PUBLIC RELATIONS EXPERIENCE

### Account Supervisor - Allen Hall Public Relations, University of Oregon

SEPT. 2025 - PRESENT

- Contributed to strategy and execution within second-largest student-run PR firm in the United States.
- Lead four-member team for Impactivize, a journalism nonprofit covering DEI initiatives in private sector
- Oversee consistent team and client communication to ensure cross-functional success through workflow clarity, alignment, and satisfaction across all project stages
- Built and launched successful social media presences that expanded client's digital reach and strengthened audience engagement on LinkedIn, BlueSky, YouTube, and Facebook

### Account Executive

SEPT. 2024 - JUNE 2025

- Facilitated media relations for Kenai-Red Fish Company to increase visibility, audience reach, and brand impact for sustainability-focused seafood distributor
- Directed social media development and graphic design for Benefit Corporations for Good, supporting brand identity and digital growth

### Philanthropy Chair - Chi Omega Fraternity, University of Oregon

JAN. 2024 - DEC. 2024

- Led chapter fundraisers in support of Make-A-Wish Oregon to raise nearly \$25,000
- Managed budgets and resource allocation to ensure events were cost-effective and aligned with organizational goals
- Collaborated with cross-functional team to advertise and implement multiple innovative fundraising campaigns, leveraging social media and campus networks

### GEO Chile, Wine Advertising & Public Relations

JUNE 2024 - AUG. 2024

#### Social Media Campaign Development for Kingston Family Vineyards

- Participated in six-week faculty-led homestay and study abroad program in Viña Del Mar, Chile
- Delivered professional portfolio presentation for client, consisting of public relations and advertising recommendations to increase customer traffic on digital platforms alongside wine salon location
- Developed skills in cross-cultural communication, creative production, and strategy development

## ADDITIONAL EXPERIENCE

### Host - The Old Spaghetti Factory

Eugene, OR | SEPT. 2025 - PRESENT

- Serve as first point of contact for guests, providing welcoming communication, and reinforcing the hospitable brand image of high-volume operating restaurant
- Coordinate with servers, bussers, and management to maintain clear communication and efficient service

### Scooper - Salt & Straw

Eugene, OR | JULY 2025 - SEPT. 2025

- Provided exceptional guest service by welcoming customers, explaining flavor stories, and tailoring recommendations to enhance dining experiences
- Supported team members to ensure smooth operations, efficient line flow, and consistent product quality

### Retail Shift Lead - Pressed Juicery

Carlsbad, CA | JULY 2023 - DEC. 2023

- Delivered high-quality guest service by resolving customer concerns, driving sales, and upholding brand standards in fast-paced, health-focused environment through strong familiarity with menu

### Guest Advocate - Target

Encinitas, CA | JULY 2020 - SEPT. 2022

- Coordinated with cross-functional teams to ensure smooth fulfillment operations and a consistent, positive customer retail experience

## SKILLSET

Public Relations • Digital Media Storytelling • Verbal and Written Communication • Client Coordination  
Strategy Development • Attention to Detail • Trend Fluency • Media Relations • Campaign Development  
Cross-Cultural Communication • Brand Identity Development