

# MEET THE TEAM

Amplify is not your average student-run public relations firm. It's more like a bunch of PR students who each contribute an array of awesome ideas, including interesting ways to top a hot dog. We may not be superheroes, but there's no doubt we can do super things.

And together make one killer guilty pleasure mix tape.

# WHAT WE'RE ABOUT

Built upon innovation, we produce creative solutions with commitment to your values. Every step of the way, your unique identity drives us as we discover a new way to amplify your voice.

You inspire, we create.



**KRISTA LOOMER**  
***Account Executive***

Krista Loomer grew up in Charlotte, North Carolina, after moving from the great state of New Jersey, where she learned the art of sarcasm at a young age. She has a concentration in the corporate realm of PR with a minor in business. If everything goes according to plan she will have the opportunity to share her refined writing skills with a professional sports team, perhaps even the New York Giants. Go Big Blue!

After spending a month in Poland over the summer, Krista's wanderlust kicked into high gear. She hopes to travel the world and experience as many different cultures as humanly possible.



Cheese and chili



Reading people's minds



"The Climb" by Miley Cyrus



## STEPHANIE SPAULDING

### *Account Executive, Editor*

This Texas-native turned in her cowboy boots for the sweet-tea drinking, Mountaineer-loving North Carolina lifestyle and never looked back. Not only does she love to write, she's finishing up her minor in accounting. Yes, you read that right, accounting. She's a PR major who loves to crunch numbers and she's proud of it!

Specific skills and talents? Well, let's see. She developed a knack for media relations and developing press kits with vibrant story ideas over the summer at her internship in Raleigh. She's also efficient with social media and InDesign. She loves deadlines. (And did we mention that she loves numbers?) When she's not studying or working, you can find her out on the slopes, sampling the latest craft brews, exploring the beautiful outdoors, or painting something crazy.



Baked beans, right on top!



Mind control



"Who Says" by Selena Gomez (you know, when you need a good pick me up)



## MAKAYLA WHITE

### *Account Executive*

Makayla (no one ever spells it right) White grew up in Waynesville, a small town with a lot of spunk and authentic community nestled in the mountains of western North Carolina. She has chosen to pursue her PR degree in the nonprofit realm, hoping to make a difference in the world while living out the Christian faith. She loves to plan events and fundraise for causes that she truly believes in.

A few of her favorite things include Audrey Hepburn movies, peach-flavored Nehi soda, knitting, walking around a new city, and meeting all different kinds of people. She lives her life through her motto: "A party without cake is just a meeting."



Ketchup, onions, and Lays original potato chips (yes, on the hot dog)



To be two places at once! THINK OF THE POSSIBILITIES!!



"Call Me Maybe" by Carly Rae Jepsen (sorry 'bout it)



## KATHERINE ELLISON

### Editor

Katherine hails from Raleigh, North Carolina, where she grew up surrounded by oak trees and her quirky English family. Katherine found her true calling in PR and soon after adopted a marketing minor. She loves to write (who else secretly enjoys a good essay assignment?) and is event planning-savvy.

Other talents include color-coding and becoming stuck in Wikipedia holes. A few of her favorite things are dystopian novels, eating Twizzlers in movie theaters, traveling to new cities, sweet tea, sarcasm, and the Oxford comma.



Ketchup with a necessary side of barbeque chips



Teleportation



"Jack and Diane" by John Mellencamp



## ZOE ESSLINGER

### Editor

Born and raised in the small town of Neenah, Wisconsin, this Packer-lovin' cheese head packed a bag and headed south with no intentions of looking back. Zoe studies political science and criminal justice and has a passion for reading and writing.

She found her talent in social media outreach, media relations, and nonprofit fundraising while working as an intern for a local company in Wisconsin. When she isn't in a classroom or planning her summer in Europe, you can find her coordinating a wedding, making you a delicious latte or hiking with her puppy.



Ketchup and Jalapenos



Invisibility



"Year 3000" by The Jonas Brothers



## **ELIZA GELLMAN**

### ***Client Liaison***

Eliza Gellman, from Charlotte, North Carolina, is a Spanish minor who spends her time as a disc jockey and account executive at the college radio station, WASU. When she's not spinning records or studying abroad in places like Nicaragua or Spain, she loves to hit the gym, meet new people and take road trips to far off places.

Other than perfecting her Spanish speaking skills, her obscure talents include one break dance move, slalom water skiing, and pitting an avocado. After graduation she plans on moving to the hot but gorgeous Scottsdale, Arizona to work for Yelp.



Anything and everything



Teleportation (Hello Hawaii every weekend!)



Most songs by Panic! at the Disco's first album



## **BLAKE JONES**

### ***Client Liaison***

Born and raised in the mountains of North Carolina, Blake has always enjoyed the outdoors, and we mean anything in the outdoors. If you need a partner for a 10-mile hike or a day of hammocking, he's your guy!

He transferred his passion for the great outdoors to pen and paper this summer while writing about his adventures in the Appalachian Mountains for Eagles Nest Outfitters. With his marketing minor, he's developed a real talent for creating infographics, advertisements and other online marketing content.



All you need is ketchup and mustard



I wanna fly like an eagle



"Shake it Off" by Taylor Swift



## MATTHEW MIZE

### *Client Liaison*

This mountain man hails from Athens, Georgia, but calls the beautiful mountains of Boone, North Carolina, home. With more than eight years of experience working in the food and beverage industry he has hopes of one day opening his own brewery. He plans on showing the world his true passion for bringing people together over great food, a quality pint and amazing conversation.

When he's not pushing books or working at the local bakery, Matt can be found adventuring through the outdoors, hosting friends for dinner or diligently trying to perfect his next homebrew. Specific skills and hidden talents include being an experienced audio and visual technician, a well-versed musician and an competitive archer.



Onions and bacon bits topped with a red cabbage and pineapple jerk slaw



The ability to make people poop their pants on command



"I Wanna Dance with Somebody" by Whitney Houston



## CRYSTYLE CAVINESS

### *Art Director*

Crystyle was born and raised in Durham, North Carolina, and comes equipped with a passion for health and fitness. With that being said, it only made sense that she minor in health promotion.

When she's not working out or studying, she like to go on new adventures and spends her alone time reading or shopping. Oh, and she LOVES to work out (if we didn't mention that already).



Lots of mustard, onions, and chili... with more chili



Invisibility



Almost any old Blake Shelton song (she's not ashamed)



## KATIE KNOTTS

### *Art Director, Research Director*

With a background in music and theater, Katie fell madly in love with communication and is devoted to the study of rhetoric. She will graduate with University Honors and a minor in music in August. Her master plan is to combine the two by working within a performing arts company and reaching out to new audiences.

Before she graduates, she plans on soaking up her last few months in the glorious Blue Ridge Mountains. Although they will always have her heart, Katie is looking forward to the opportunity to live somewhere new, where she will continue to run, cook and take as many dance classes as possible.



Ketchup, mustard and chili



Mind reading



"Want U Back" by Cher Lloyd



## BRI LABBATE

### *Art Director*

Although born in Rochester Hills, Michigan, Bri grew up in Melbourne, Florida. After enduring a series of brutal hurricanes, she relocated to the charming town of Hendersonville, North Carolina. Bri is a sociology minor with a passion for graphic design and strategic planning. She hopes to pursue a career in digital marketing after graduation.

Bri finds solace in Cary Grant movies, playing ukulele, listening to loud music (with headphones on) and learning about different cultures. She also enjoys a hearty laugh at least once a day and secretly wishes her name was Bridget.



Relish and mustard



Mental projections



"Stars are Blind" by Paris Hilton (it's super catchy)



**EVAN KENT**  
***Social Media Liaison***

Evan was born and raised in Charlotte, North Carolina, as is evident by all of his Carolina Panthers and Charlotte Hornets' apparel. During his free time this marketing minor loves watching movies and critiquing commercials.

When he's not watching "Mighty Ducks" he runs two prominent Charlotte sports businesses called Play Charlotte and Bring Back the Buzz. He hopes that they can one day lead him to a grassroots marketing position for either one of his favorite sports franchises.



Another hot dog



To have all super powers



"Partition" by Beyonce



**KADESHA MADDOX**  
***Social Media Liaison***

Kadesha grew up in the small town of Mocksville, North Carolina. She joined her love of PR with her love for fashion and chose a minor in family and consumer science.

With a vivid imagination and a knack for storytelling, you can find her planning out her glamorous life filled with private jets, autographs and all the clothes under the sun. She plans on combining her creativity with her love for people to one day become a talk show host or a fashion stylist.



Gross! When she does eat them though she LOVES to smother them in slaw



Flying



"Say My Name" by Destiny's Child



**CORY PUCKETT**  
***Social Media Liaison***

Cory is from Greensboro, North Carolina, and has a great appreciation for psychology. Good thing he chose it for his minor. His career aspirations are to work for an innovative company that's striving to reinvent the norm. He is skilled in communication, team work and writing.

Cory's passion in life has always been music. Never embarrassed by singing in the shower, he spends his free time listening to, creating and doing all things music.



Everything! The messier the better. BRING ON THE TOPPINGS!!



The ability to shoot spaghetti out of his fingers



"Wasting All My Tears" by Cassadee Pope



**AVERY PORTER**  
***Research Director***

Originally from Spartanburg, South Carolina, Avery has spent the last four years perfecting her minor in English. She is the campus brand ambassador for Next Step Realty and has been featured on 90.5 WASU as a radio host.

She dreams of one day living in Atlanta working for a PR agency and loves to spend her spare time hiking, reading and listening to the Grateful Dead.



Smothered in Heinz ketchup, Grey Poupon, and onions



The ability to see into the future



"Rhiannon" by Fleetwood Mac





## **BAILEY WILSON**

### **Research Director**

Originally from South Carolina, Bailey grew up in Asheville, North Carolina, which is affectionately known as the Land of Sky. Bailey found a love for linguistics after traveling to Thailand and recognizing the importance of understanding cultures and the way people speak to one another.

She is the treasurer of the all-female a cappella group, Ear Candy, performing most of the songs you would consider your guilty pleasures. Bailey aspires to be a hospital administrator and work her way up to a major Multiple Sclerosis Research hospital to help find a cure for MS.



Mustard, like a true South Carolinian



The ability to remember everything she's ever read



"Hero" by Enrique Iglesias



## **RHIANNON ADAMS**

### **Media Liaison**

Rhiannon was born in Normal, Illinois. Yes, it's a real town! After several years of moving around, her family settled down in Charlotte, North Carolina. Her goal in life is to work at a record label and rub elbows with those indie bands you've never heard of.

She spends all of her money on concerts, records and books. She has two fur babies, a majestic golden retriever and an obese moody cat. When she's not listening to music, she's playing volleyball, painting or binge watching "One Tree Hill."



Hamburger please!



Teleportation (she's going to Aruba, see you later!)



"Truly, Madly, Deeply" by Savage Garden (need she say more?)



## AUDREY BOOZE

### *Media Liaison*

Audrey has a thing for stoplights. It might be because the majority of her childhood was spent in the two-stop-light farm town of Walnut Cove, North Carolina. As soon as she was able, she made her way to Boone to revel in the red, yellow and green cast by the lights that populate the town's intersections.

Her background as a PR major and nonprofit management minor have served her well as a global-politics columnist for New York Minute Magazine. Though journalism is a big part of her life, she will pursue a career in corporate PR. No one can say for sure which city Audrey will end up in after graduation, but it will definitely have to be somewhere with a lot of stoplights.



She's never even had one before!



The ability to fly



"Good Vibrations" by Marky Mark and the Funky Bunch



## HALEY ZAGORIA

### *Media Liaison*

Tired of the Atlanta heat, Haley moved to the mountains of Boone, North Carolina, to play golf and shoot some awesome photos. She has high hopes of merging her photography minor with her love of cooking to one day create a successful editorial photography company.

When she's not in the kitchen, you can find her on the golf course, playing with her Labrador retriever, or attempting to learn a new chord on the guitar. If all goes as planned, you'll find her retired on the beach doing all the things she loves.



Load it up with ketchup



The ability to fly



"Gooney" by Glass Animals