
2025 Portfolio

Presented by Kayla Magura

Public Relations *Portfolio*

OVERVIEW

Introduction

Personal Brand

Skills & Competencies

Portfolio Pieces

Experience Highlights

Career Goals

Introduction



Hi, I'm Kayla Magura. I am a Public Relations student at the University of Oregon with a **passion for storytelling, relationship building and community impact.**

With over six years of experience as a head lifeguard and swim instructor, I've developed **strong leadership, communication and crisis management skills** while creating a safe environment.

At UO, I've served as Director of New Member Outreach for the Alpha Phi Tau chapter, where I helped lead recruitment initiatives.

When I'm not working or studying, you can find me hiking, swimming, or in my hammock.

Personal Brand

- Passion for the Outdoor Industry: including hiking, community engagement and adventure marketing
 - Interest in Brand Strategy within the outdoor and travel industries
 - Drawn to brands that value sustainability
-

Skills & Competencies

- Public Relations Writing: Press Releases, Articles, Media Pitches
- AI tools: MuckRack, data visualization
- Digital Marketing & Event Promotions
- Adobe Creative Suite: Photoshop, Premiere, Canva
- Market Research & Analytics: Excel, Qualtrics
- Strategic Planning & Leadership

All Image Generation

YOU DIDN'T JUST FIGHT SPAM... YOU REBUILT TRUST.

IT'S NOT ABOUT LOUDER. IT'S ABOUT SMARTER.

CRM

20% OFF

20% OFF

20% OFF

20% OFF

BATTLE OF STRATEGY VS. SPAM

LET'S SEE IF AUTHENTICITY CAN BEAT MY AUTOMATION!

ACT NOW!

BANNER AD

BANNER AD

BANNER AD

BANNER AD

I DON'T CHASE ATTENTION - I EARN IT.

15¢ MARKETING MAVERICK AND THE SPAMMER

WIN PRIZE!

ACT NOW!

SPECIAL OFFER

SUBSCRIBE!

SPECIAL OFFER

00:32 LIMITED TIME ONLY

ACT NOW!

ACT NOW!

THE COMEBACK CAMPAIGN

While The Spammer hurls noise, Maverick delivers meaning.

DEPLOYING SIMPLE PERSONALIZED MESSAGES

UNSUBSCRIBE

CLICK HERE

Oh. This actually helpful.

Data Visualization & Infographic

HIKING IS FOR EVERYONE!

DISCOVER ADVENTURE AND DEVELOP CONFIDENCE

YOU DON'T HAVE TO BE "OUTDOORSY" TO BELONG ON THE TRAILS

OREGON'S TOP OUTDOOR ACTIVITY

Hiking is the #1 outdoor activity for Oregonians ages 18-22. Oregonians hike more than do any other outdoor activity.

NATURE & ANXIETY REDUCTION

Hiking is self-care that actually works. Just 90 minutes in nature significantly reduces anxiety and negative thinking. Even a short hike in nature can quiet anxious thoughts and improve your mood.

DIGITAL DETOX & COGNITIVE BENEFITS

Nature exposure boosts sleep quality, memory and focus by over 50%. Hiking can help you sleep better, enhances focus and helps to increase creativity.

TAKE THE FIRST STEP. OREGON'S TRAILS ARE WAITING. NO PRESSURE, JUST ADVENTURE.

Learn more here: kaylamagura.com

Find your Adventure

Sources: 1: <https://industry.traveloregon.com/research/category/outdoor-recreation/> 2: <https://www.pnas.org/content/112/28/8567.3> 3: <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0051474>

News Release

News Release

Mar. 10, 2025

HYDRO FLASK PARTNERS WITH RAINBOW KITTEN SURPRISE TO OFFER EXCLUSIVE WATER BOTTLE ENGRAVINGS

LIMITED EDITION ENGRAVINGS INSPIRED BY THEIR LATEST ALBUM OFFERED AT EVENT HOSTED AT 10 BARREL BREWING CO.

BEND, Ore. — Hydro Flask is partnering with the indie rock band Rainbow Kitten Surprise for a special event that offers fans the chance to bring their Hydro Flask water bottles from home to get a free limited-edition engraving based on the band's latest album, *Love Hate Music Box*. The exclusive collaborative event will take place at [10 Barrel Brewing Co.](#) on Aug. 10 from 11 a.m. to 3 p.m. before the band takes the stage at the Hayden Holmes Amphitheater that evening. This collaboration event aims to increase the awareness of the importance of sustainable hydration.

This event will feature live on-site engravings done by a local engraving specialist where fans can personalize their own Hydro Flask water bottles with one of five different designs based on Rainbow Kitten Surprise and their new music. Fans attending the event can expect to enjoy a lively atmosphere at 10 Barrel Brewing Co. and get to enjoy locally brewed beer with other fans in anticipation for the show.

"We're thrilled to collaborate with Rainbow Kitten Surprise and bring this experience to the fans here in Bend. Hydration and music go hand in hand, and this event allows us to

celebrate both," said Ben Shirley, the Head Brewer of 10 Barrel Brewing Co. and fan of Rainbow Kitten Surprise. The custom engravings will only be offered at this special event. Concert attendees that are interested in attending are encouraged to arrive early to secure their place in line.

About Hydro Flask

Hydro Flask was founded in 2009 in Bend, Oregon. It is a leading producer of stainless-steel water bottles and other products that are designed for outdoor enthusiasts. The company's innovative products feature double-wall vacuum insulation, ensuring beverages stay cold or hot for extended periods without the usage of lead. Beyond water bottles, Hydro Flask offers a diverse range of items like wine tumblers, food jars, camping supplies and cooler bags that are all crafted to enhance the outdoor experience. Since its founding, Hydro Flask has sold over 50 million reusable bottles. Hydro Flask also shows strong commitment to sustainability and reducing single-use plastics through their Parks for All program and Refill for Good initiative. The brand's dedication to quality, sustainability and environmental consciousness has solidified its reputation among consumers.

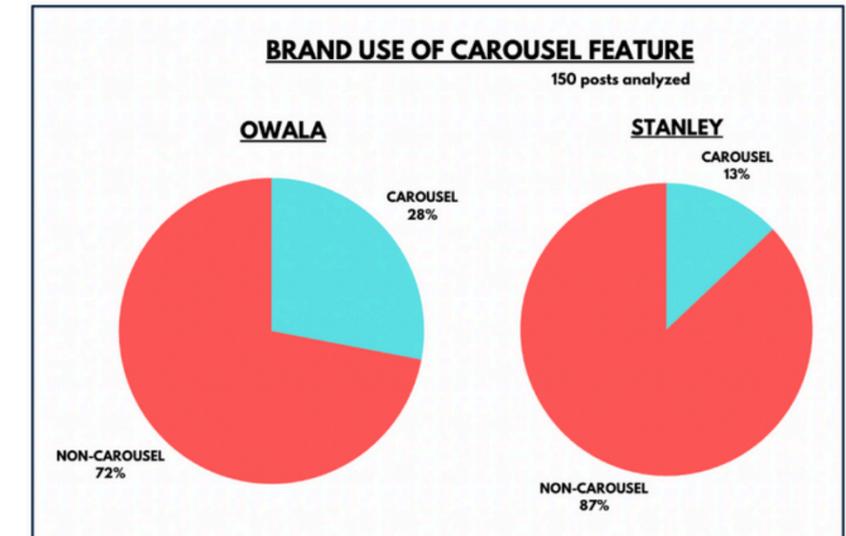
Contact: Kayla Magura
971-272-6525
kaylamagura@gmail.com

Qualtrics Research

Carousel vs Non-Carousel

Were your organizations similar or different for this code?

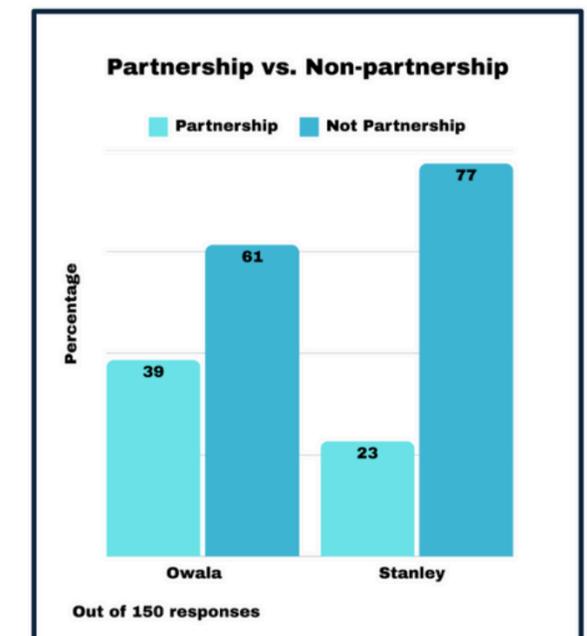
- We found that out of 75 posts for each brand, Owala used the carousel feature 28% of the time, while Stanley used it 13% of the time.
- Owala used carousel posts to promote new product launches and giveaway posts. Most of their carousels included their water bottles versus pictures of people.
- Stanley rarely used carousels, but when they did they were mostly promotional produced content.
- Both brands included predominantly photos instead of videos in the carousels.



Partnerships

Were your organizations similar or different for this code?

- Owala and Stanley are statistically different ($p=0.03$) in how often their posts include partnerships.
- Both companies post different amounts of partnership content. Owala includes partnerships in 39% of their posts, while Stanley does so in 23%.



Type 2 Fun: Trail Safety Tips for Beginner Hikers

Whether you're heading out alone or with friends, being prepared is one of the most important parts of hiking. With unpredictable weather, rugged terrain and remote trails that don't always have cell service, even short hikes can turn into serious situations without the proper planning. As someone that has grown up as a Girl Scout, I learned early on that outdoor preparedness is a very important skill to learn that is often overlooked. Through my process of learning the ins and outs of hiking, I have found that having a few safety essentials and knowing what to expect can make every hike more enjoyable and a lot less stressful.

Here's what I've learned about packing smart as an occasional solo hiker:

Pack the Ten Essentials

Even if you're only heading out for a short day hike, you should know what the ten essentials are. They're the foundation of safe hiking, especially in remote or unpredictable areas. Carrying a small backpack is always a good idea to ensure that you are always prepared with at least some extra water and food. It's not just gear, it helps to create peace of mind while outside and under potential unpredictable circumstances.

1. **Navigation** – A map, compass or GPS. Download offline maps beforehand if you are going to a more remote area.
2. **Headlamp** – In case you end up being outside in the dark.
3. **Sun protection** – SPF sunscreen, sunglasses and a hat.
4. **First-aid supplies** – Mini kit with bandages, blister pads, antiseptic wipes, tweezers and personal meds and pack it in a resealable bag
5. **Knife or multitool** – Small folding knife or keychain-size multitool
6. **Fire** – Lighter or matches that are preferably waterproof.
7. **Emergency shelter** – A lightweight space blanket or bivy.
8. **Extra food** – High-calorie snacks like trail mix, a protein bar, or dried fruit. Keep at least 100–200 extra calories beyond what you expect to eat.
9. **Extra water** – And maybe a filter or tablets. Some daypacks have refillable bladders that can be inserted into the back of the bag so that you don't have to fish a bottle out of your pack every time you need water.
10. **Extra clothing** – Always bring layers. Weather can shift quickly (especially in the Pacific Northwest!).

Basic Trail Safety Tips

- **Tell someone your plan.** Share your trail name, route and estimated return time with a friend.
- **Check trail conditions.** I use the [All Trails](#) app or website for recent trip reports. I also like to use All Trails to follow the trails. While the trail map isn't always 100% accurate, it can help to guide you in the right direction and to see where trails are leading if they are not well maintained.
- **Watch the weather.** Storms and temperature swings can happen fast. Keep an eye on the sky and any clouds in the sky, especially in the fall and winter seasons.
- **Stay on the trail.** It's easy to get disoriented off-route, and most of the more well-known trails in the Pacific Northwest are well-maintained. It can also harm the wildlife if you are not on the designated path.
- **Know your limits.** Start with easy hikes if you are a beginner hiker. Read trail reviews on All Trails and always prioritize your health over a challenging trail.

Final Thoughts

Hiking can be a very peaceful and meditative experience. When you prepare properly, it helps to keep yourself and other hikers safe, and is also incredibly freeing. The more you hike, the more confidence you'll build with being able to do longer and more challenging trails. Starting off on easier trails and being prepared are two of the best ways to start building confidence.

Feature Story

Zoë Rivers sits in the dugout at PK Park and looks through the viewfinder of her camera to capture the third out at the top of the third inning. She utilizes her talents as the first woman to be a creative for the Oregon Baseball Team. Being the first woman in such a position unearths conflicts for Rivers surrounding the novelty of women stepping into a male athletic setting compared to her male coworkers. “I feel that whenever you're a woman coming into a male-dominated area that you are always going to have to work 10 times harder to prove yourself to the people around you.”

Rivers's passion for athletics began in high school when she signed up to take a photojournalism class. Her initial aspirations to become a collegiate horse rider concluded after she broke her back and wasn't able to compete anymore. The injury ended up allowing her to focus more on her budding passion for photography. Rivers said that “I ended up really falling in love with it. Breaking my back was honestly a blessing in disguise.” When she won scholarships for photos she had taken, her advisor encouraged her to continue pursuing photography. Rivers joined the Go Ducks creative team at the University of Oregon. Through this opportunity, she was able to work for the baseball team by shooting their photography. She explained that “I get excited to produce content for the team that the players and their families will like.” Rivers produced two videos a week during the 52-game long season that were then posted to the Oregon Baseball media accounts.

During the baseball season, Rivers continues to push the boundaries of how women participate in men's college athletics. Her coworker, David Hammel, says that “Zoë's combined passion for baseball and creating content is consistently shown throughout her work.” Her experience as a woman in the creative industry continues to inspire other women involved in

photography. Rivers says, “I remind myself that I don't want it to be so difficult for other girls stepping into the industry, because photography is an industry for everybody.”

PR Campaign

The School
FOR MORAL AMBITION

DO GOOD. BE GREAT.



EVALUATION



1

CAMPUS REACH AND AWARENESS

- Track impressions and click-through rates across socials, 5–25% month-over-month increase
- measure event attendance (e.g., 50+ students per activation, 10% repeat attendance)

2

STUDENT AND PROFESSIONAL INTEREST

- Increase website traffic to SMA pages by 20% by the end of the academic year.
- Secure 10–15 ambassador sign-ups per campus, and generate at least 5 start-up or project sign-ups per activation.

3

PROGRAM CREDIBILITY AND TRUST

- Gain 5–10 verified testimonials from faculty, alumni, or student leaders each term.
- Build involvement with faculty partners through SMA integration in at least 3 courses, workshops, or career center touchpoints by the end of the academic year.

London Study Abroad- UO GEO



- Completed a five-week GEO London study abroad focused on global media, advertising and social communication.
- Gained firsthand industry insight through visits to Condé Nast, Fuller's Brewery and the Museum of Brands.
- Expanded cross-cultural communication skills by studying, exploring and reporting across diverse UK settings.

**Experience
Highlights**



Lifeguard, Head guard, swim instructor and fitness instructor- City of Eugene



- Trained and supervised a team of lifeguards, ensuring safety protocols and high customer service standards.
- Provided CPR and first-aid certified assistance, demonstrating strong crisis management skills.
- Fostered relationships with community members through swim instruction and mentorship.

Experience Highlights

Brand ambassador and sales representative- Bend Cider Co.



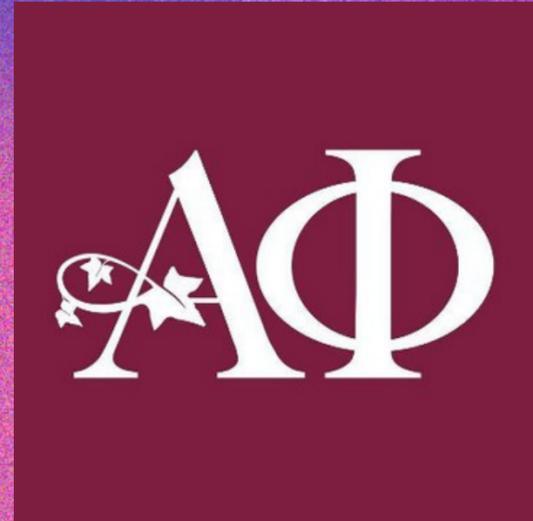
- Represented and promoted Bend Cider Co. at in-store demos and events, driving product awareness.
- Engaged with consumers, effectively communicating product benefits to drive sales.
- Built relationships with retail accounts to secure optimal product placement and marketing opportunities.

Experience Highlights

Director of New member outreach- Alpha Phi Sorority



- Developed and executed a strategic recruitment plan, identifying and engaging potential new members.
- Led one on one recruitment meetings, evaluating candidates and presenting findings to the executive team.

The logo for Alpha Phi Sorority, featuring the Greek letters Alpha (Α) and Phi (Φ) in a stylized, white serif font on a dark red background. A small star and a crescent moon are positioned to the left of the letters.

ΑΦ

Experience Highlights

Server - 6th Street Restaurant and Sports Bar



- Strengthened storytelling and communication skills by creating positive guest experiences in fast paced settings
- Built relationships through attentive listening, empathy and quick problem solving under pressure
- Adapted to diverse audiences and situations: skills that translate directly to client and media relations

Experience Highlights

Industry interests:

- Outdoor
- Cybersecurity
- Music
- Travel

Where:

- Bend, Oregon
- Portland, Oregon
- San Francisco, California
- San Diego, California
- Denver, Colorado
- Chicago, Illinois
- London, United Kingdom

What's Next?

2025 Portfolio

Presented by Kayla Magura

Thank
You

Let's connect!

971-272-6525

kaylamagura@gmail.com

kaylamagura.com

www.linkedin.com/in/kaylamagura