

MAYAH MORRISON

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EDUCATION

The University of Texas at Austin, Austin, TX

May 2026

Bachelor of Science in Public Relations, Certificate in German Language

Relevant Coursework: PR Techniques, Research and Analytics, Journalism Practices

EXPERIENCE

Office of U.S. Senator John Cornyn, D.C.

Step. 2025 - Present

Intern

- Helped coordinate internal workflow across 20+ staff members
- Analyzed and processed 11k constituent correspondence a week for trend analysis
- Drafted projects for the press shop, legislative team, and judiciary office
- Balanced various tasks that ranged from individual, internal office or constituent-focused assignments

Salzburg Academy on Media and Global Change, Salzburg, Austria

Jul. 2025

Fellow

- Participated in 48 sessions exploring the intersection of local media, democracy and global digitalization of media
- 20 hours of small group solution development aimed at strengthening democratic health and expanding media access
- Facilitated open, respectful dialogue on politically sensitive issues for collaborative problem solving and civic innovation

Running Start Congressional Fellowship, hybrid

Step. 2025 - Present

Fellow

- Developed and delivered workshops on personal brand development
- Assisted with Resilience Summit and networking events with over 100+ attendees
- Ran a local school board campaign simulation serving 10k students, focused on safety, support and academic success

UT EcoCAR, EcoCAR EV Challenge, Austin, TX

Aug. 2024 - Present

Communications Manager

- Promoted EcoCAR's mission through collaboration with local and state representatives
- Communicate with over 50 members to identify and understand innovation milestones with team's GM Cadillac LYRIQ
- Grew social media viewership to 20k views in the past month, a 140% increase from the previous month, with 40% of views from non-followers

Communications Team Member

- Analyze research data given from previous years to modify the communications plan to meet new competition requirements and reflect current goals in an effort to analyze the energy efficiency of GM Cadillac LYRIQ
- Develop engaging and educational content for over 100 Austin K-12 students through social media
- Manage and host four events a year to promote STEM for 15k UT students, faculty and community members

Media Foundations, Client: Urban Roots, Austin, TX

Aug. - Dec. 2024

Agency Team Member, Campaign Research and Development

- Established a target community to deliver accurate analysis using databases (Mintel, census reports, Statista) to create three personas and two consumer profiles
- Evaluated the client's competitive environment to create a competitive matrix and analysis
- Organized client's PEO media and scheduling to increase earned media coverage by 50% and media presence by 25%

UT Austin Cactus Yearbook, Austin, TX

Aug. 2023 - May 2025

Social & Event Team Member, Photographer

- Collaborated with 7 members to create content for social media to increase yearbook sales and brand awareness
- Organized club socials, encouraging stronger team relationships
- Captured sports events through photography and placed images into layouts by using StudioBalfour

St. John Lutheran Church, Boerne, TX

Aug. 2021 – Aug. 2023, May- Aug. 2024

Caretaker, Infant - 5th grade

- Instructed education and care for 20 children a week, supervising their safety and assisting them with their needs
- Planned age-appropriate and engaging lessons and activities following Abeka school curriculum and Gregorian calendar