**FIRST AND LAST NAME**

Address | Phone | E-Mail

**Summary**

Innovative and resourceful Public Relations graduate with business marketing qualifications. Proven skills in

social media engagement, administrative assistance and promotional development. Charismatic attitude with

forward thinking skills and commitment to effectively manage multiple tasks. Detail oriented with exceptional

interpersonal communication skills.

# **Education**

## State University of New York at New Paltz Class of 2019

**Bachelor of Arts Organizational Communication, Concentration: Public Relations** | Overall GPA: 3.26

**Skills** Facebook, Instagram, Twitter, Pinterest, SGO, Canva, Microsoft Office Suite, Google Suite, Photoshop, InDesign,

iMovie, WordPress, Adobe Audition and SIDEARM Software

**Experience**

**Communications Athletic Intern**, SUNY New Paltz Athletics January 2019 - May 2019

* Member of the Sports Information Department when it received the 2014-15 American Volleyball Coaches Association (AVCA) NCAA Division III Grant Burger Media Award for the women's NCAA Division III Northeast Region.
* Wrote event previews for upcoming athletic contests.
* Conceptualized and produced Alumni Spotlights.
* Applied writing styles as it pertained to press release writing and feature story writing.
* Experienced industry standard applications such as Photoshop, InDesign, iMovie, and SIDEARM Software.
* Developed communication skills by working with a diverse student-athlete population.
* Assisted with game-day operations at home athletic contests.

## **Intern**, Breast Cancer Options June 2018 - August 2018

* Built a strong following on the organizations social media platforms (Facebook, Twitter, Instagram)
* Scripted radios public service announcements to be run on local radio stations.
* Reached out to local radio stations, newspapers, etc. to spread awareness of organizations events.
* Applied for grants.
* Collected donations from local businesses for the organization.
* Helped plan group meetings and children’s summer camp.

# **Event Planning Intern**, In the Time of Butterflies May 2017 - September 2017

# Created and maintained social media accounts (Instagram, WordPress, and Pinterest). Increased followers by 500 over a two week period. Expanded clientele through strategic brand engagement. Designed brochures. Implemented monthly internal newsletter.

# **Radio Intern**, Townsquare Media January 2017 - May 2017

# Conducted outreach by engaging with local community.

# Created radio sweepers for WRRV station using Adobe Audition.

# Videographer and photographer for WPDH.

# Assisted in event planning and promotion.

# Participated in company fundraising for the American Heart Association.