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|--------------|------|---------------|
| Address      |      | Email Address |
| Phone Number | NAME | LinkedIn URL  |

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### **Summary**

College graduate with academic and professional experience in the Public Relations field. Possesses customer service and time-management skills developed through positions of increasing responsibility and depth. Intelligent, detail oriented, perpetually prepared. Market researcher, media relations expert, professional communicator. Ready to assist BB&H in maintaining a pristine public image in every way possible.

### **Education**

**East Stroudsburg University of Pennsylvania** May 2019  
*Bachelor of Arts; Communications*  
Concentration: Public Relations

GPA: 3.9

Dean's List Fall & Spring 2017-2019

### **Related Experience**

**ZZ & Co. | Manhattan, New York** May 2018-August 2018  
Public Relations Intern

- Created company literature and other forms of communication related to professional development
- Promoted the services provided by the company through contributions to marketing campaigns
- Assisted in the coordination of three press conferences throughout the summer
- Conducted market research through the distribution of a survey and compilation of the results to determine best approach for promotions

**ZZ & Co. | Manhattan, New York** November 2017  
*Job Shadowing Experience*

- Observed all work conducted by John Doe, Head of Public Relations, for ZZ & Co.
- Sat in on three staff meetings – contributed to brain storming session relating to the creation of an emergency press release
- Developed an understanding of company culture
- Demonstrated a high-level of professionalism while learning about the various roles of Public Relations leadership

## Work Experience

### **East Stroudsburg University of Pennsylvania**

August – April, 2017-2019

#### *Campus Tour Guide*

- Led multiple informational tours of campus to groups ranging in size from 5-30 individuals
- Presented the university in the best possible way while promoting the educational offerings provided by the school
- Quickly learned and communicated facts and statistics relating to the student population and the community
- Answered questions from parents and prospective students in a professional manner
- Increased comfortability with public speaking in a professional setting

### **Company X | East Stroudsburg, PA**

#### *Assistant Store Manager*

October 2016-August 2017

- Recognized for quality work, achieved promotion in one year
- Schedule and train a staff of eight on a day to day basis
- Develop multi-faceted marketing campaigns that have led to a 10% increase in sales
- Address customer complaints in an immediate and professional manner

#### *Sales Associate*

August 2015 – October 2016

- Provided high-level customer service through proactively engaging customers as they entered the store
- Handled cash and credit transaction in excess of \$3,000 a shift
- Managed the scheduling for staff of four sales associates
- Assisted with the promotion of the location and various sales through social media advertising

## Leadership and Involvement

### **Public Relations Society of America (PRSSA) – East Stroudsburg Chapter**

August 2015-Present

#### *Student Member*

- Attend weekly meetings to network with fellow students and speak with industry professionals
- Travel to attend PRSSA National Conference

## Skills

- Strong communication skills with a background in customer interaction
- Able to multi-task in a fast paced environment
- Honest, trustworthy, punctual
- Quickly learns and applies new information
- Mastery of Microsoft Office
- Experienced in social media advertising techniques
- Ability to conduct market research through study-groups and survey based techniques
- Prepared to execute communications strategies
- Mastery of copyediting and revision of documents