

# Student Name

firstname.lastname@gmail.com

512-555-1212 | LinkedIn: personalized link here

## EDUCATION

### BA, Strategic Communication - Public Relations

May 2022

Loyola University New Orleans

GPA cumulative/major: 3.4/3.8

Relevant Coursework: Social Media Strategies Strategic Communications  
Crisis Communications Marketing in the Digital World  
Business Writing Advanced Campaigns

## PUBLIC RELATIONS EXPERIENCE

### Public Relations Intern

May – August 2018

#### Fleishman-Hillard International Communications

St. Louis, MO

- Developed media materials for a variety of clients, including Angelou Economics, SmartPrice.com, and Motorola Marathon
- Strategically brainstormed, planned, executed, and coordinated crucial aspects of an awareness campaign for CATCH
- Coordinated various aspects of press events, including the media set-up of a local press conference for golfer Jack Nicklaus, and completion of follow-up calls to local print and broadcast media
- Assisted in the selection, acquisition, research, and service of new accounts for such clients as: Active Power, Mediaprise, Southern Union Gas, and Woodbine Development
- Wrote daily public affairs news summaries for the entire F-H Texas network, scanned major metropolitan newspapers and public affairs web sites daily for political issues, monitored bills filed; scanned local and national media for client mentions

### Public Relations Intern

September 2017 – March 2018

#### Uptown PR

New Orleans, LA

- Conducted research, to include client, competitive analysis, media and demographic, for Ochsner Health Systems, Great Communications, Orange Information Services, James Internet Product Operations
- Assembled media materials for technology and consumer clients; aided in the planning of press tours and trade show exhibits for Great Communications
- Created and managed media databases for national technology and telephony trade publications; scanned local and state-wide media and national trade publications for client mentions; professionally arranged and mounted client-featured clips for presentation

## ADDITIONAL EXPERIENCE

### Customer Service Representative

Verizon Store, New Orleans, LA

January 201 – Present

### Server

Good Food NOLA, New Orleans, LA

September – December 2018

### Server

Lone Star Café, Austin, TX

December 2013 – August 2016

## PUBLIC RELATIONS SKILLS

**Writing:** News releases, media alerts, biographies, client profiles, fact sheets, backgrounders, PSAs, pitch letters, briefs, executive summaries, and memoranda  
**Research:** Media Map, Ed Cals, Bacon's, Dow Jones Interactive, and Lexis-Nexis  
**Business:** Microsoft Word, Excel, PowerPoint, Outlook and Access, FilemakerPro  
**Design:** Skilled in InDesign, Illustrator, Microsoft Publisher, and PhotoShop  
**Social Media:** Facebook, Twitter, WordPress, LinkedIn, Foursquare, HootSuite, 3BL Media

## AFFILIATIONS

Public Relations Student Society of America, *Member* September 2017 – Present

International Association of Business Communicators, *Member* May 2016 – Present

Loyola University New Orleans Communication Council, *Member* September 2018 – May 2019