

## PUBLIC RELATIONS RESUME SAMPLE

# RAHKEY T. BULL

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### OBJECTIVE

Seeking an entry level position with a public relations organization utilizing my writing and communications skills as well as my knowledge of public relations practices and principles.

### SUMMARY OF SKILLS

- Excellent Communications skills, both oral and written
- Problem-solver, with ability to analyze situations and develop solutions
- **Computers:** Basic knowledge of Photoshop, InDesign and Microsoft Office, PC/Mac Formats, Microsoft Office Suite, Social Media platforms

### EDUCATION

**Bachelor of Arts in Mass Communications** Expected 5/13

*University of South Florida*, Tampa, FL

Concentration: Public Relations

- 3.5 GPA
- Relevant Coursework: Writing for Public Relations, Public Relations Issues, Advanced Public Relations, Urban Politics & Government

### INTERNSHIP EXPERIENCE

**Public Relations Intern** 1/2013 - Present

*Hype Group*, St. Petersburg, FL

- Maintain and create media relationships through press releases and customized pitches.
- Monitor the impact of marketing plans, including revenues, and make adjustments accordingly.
- Assemble reports, clip reporting and impression reporting for local and national clients.
- Compose agency blog posts and maintain agency social media platforms.

**Media Relations Intern**, Beef 'O' Brady's Bowl Game 12/2012

*Trifecta Team*, St. Petersburg, FL

- Coordinated media check in, credential pick up at event press conferences
- Covered Big East and Conference USA team practices and bowl week activities for ESPN and bowl websites.
- Supported the statistics and media team in the press box on game day and prepared the final game book.

**Barnes & Noble Brand Ambassador**, University of South Florida 12/2011 - Present

*MRY Advertising and Marketing Agency*, Tampa, FL

- Develop marketing plans online and execute on-campus events that promote textbook options offered by the bookstore as well as position the bookstore as an academic ally to students.
- Serve as a resource to freshmen students and help them adjust to college life via social media groups.
- Manage a semester budget of \$1,000 for program activities.

### STUDENT INVOLVEMENT

*Vice President's Circle of Student Advisors*

*USF Advertising Club*

*AD 2 Tampa Bay mentorship program*

*Student Alumni Association*

*Director Social Media*

*Zimmerman Ad Program Learning Community*