

# JANE AWESOME

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## Target: PUBLIC RELATIONS in the Sports Industry Interactive Marketing | Social Media | Communications

Creative, energetic new graduate seeks to leverage strong aptitude with social media and passion for competitive sports. Known for natural talent in building relationships. Adept in handling pressure and deadlines. Proven ability in transforming challenging situations into winning opportunities. Exceptional verbal and written communication skills.

- Demonstrate strong work ethic by working consistently throughout college and proactively securing internships to gain relevant experience.
- Excellent administrative skills including managing schedules and logistics, synthesizing multiple documents, and completing deadlines on time or earlier.
- Work well on teams and across teams, readily contributing opinions and ideas.
- Compose and implement promotional communication plans that market organization image, visibility, and events.
- Resourceful in research from a variety of sources: print, social media, internet.

## PROFESSIONAL EXPERIENCE

### Public Relations Intern | May 2013 – Present

Sports Team, Teaneck, NJ

Handle publicity and marketing for programs. Assist in events run by spouses of team members. Help season ticketholders with "Select-A-Seat" choices.

- Promoted/marketed Hockey Helper, a summer children's clinic encouraging awareness of the sport and fun. Prepared press releases.
- Identified and fostered media contact relationships. Compiled easy-reference list for area radio stations and newspapers for updates and mailings.
- Arranged for media advisory sheets for upcoming events and team news.
- Contributed in weekly management team brainstorming sessions for future promotional ideas and reporting progress.
- Gathered competitive intelligence utilizing social media and internet resources to research market data. Create press releases for events.

### Public Relations Intern | May 2013 – August 2013

XYZ Broadcasting, New York, NY

- Fostered media attention coordinating live circuit/radio tours for local celebrities – ensuring accurate scheduling with more than 10 radio stations.
- Researched East Coast press clippings on publicity written; organized and distributed material for website updates and company visibility.

### Supervisor | December 2010 – May 2012

ABC Activewear, Trenton, NJ

Supervised daily operations and staff. Completed opening and closing duties on assigned shifts. Handled cash for nightly deposits. Interacted with customers.

- Rapidly promoted from cashier to supervisor July 2011 for excellence in customer service and increasing sales.

## ADDITIONAL EXPERIENCE:

Hostess, Fast Food Express | Sales Associate, Macy's Retail

## SKILLS

- MS Office Suite
- QuarkXPress
- Outlook
- Social Media: Twitter, Facebook & LinkedIn
- Databases

## EDUCATION

Bachelor of Arts, August 2013

Public Relations

Concentration: Psychology

Rowan University, NJ

## Key Related Courses

- Public Relations Writing, Research, Planning
- Public Speaking
- Communications Theory
- Advertising
- Publication Layout
- Integrated Marketing Communications

## SPECIAL INTERESTS

- Competitive sports aficionado
- Avid fitness enthusiast
- Former swim team Captain
- Stadium and TV fan of:  
Baseball | Football | Hockey