

FirstName LastName

email ♦ phone ♦ City, State

WORK EXPERIENCE

Store

Apparel Team Lead

Jun. 2022 – Present

City, State

- Facilitates communication in the apparel department
- Increased sales in department within one week by reorganizing merchandise to better align with customer foot traffic and shopping patterns
- Trains new hires and serves as a first point of contact for part-time associates with questions or concerns
- Ensures confidentiality with sensitive information within the store as an extension of the leadership team

Campus Radio Station

Mar. 2022 – Dec. 2022

City, State

Assistant News Director

- Researched, wrote and edited scripts to produce radio broadcast content each week for individual broadcasts, and other broadcasts as necessary
- Streamlined team communication by implementing new processes
- Coordinated communication with other campus organizations to help promote events

Startup Company

Jun. 2021 – Aug. 2021

Remote

Communications Intern

- Planned a timeline of posts for Twitter and Facebook pages, and wrote posts
- Wrote fundraising material sent to other businesses
- Advised permanent team members regarding social media strategies to aid with continued success following the internship conclusion

PROJECTS

Capstone Senior Project

Sept. 2022 – Dec. 2022

- Collaborated with three other seniors and (nonprofit organization) to raise the organization's brand awareness in preparation for their annual gala
- Analyzed (organization)'s social media pages and monitored engagement metrics to determine what had been successful and unsuccessful for them
- Created social media graphics using Canva for the organization's Facebook and Instagram pages
- Updated the organization's photo and video collection for future social media posts

EDUCATION

University

Dec., 2022

City, State

B.A., Communication

- Cum laude, 3.5/4.0 GPA
- Music DJ for (campus radio station); (sorority) alum

SKILLS & INTERESTS

- **Skills:** Writing; Canva; editing; researching; time management; problem solving; collaboration; organization; Google Workspace; strategic thinking; Microsoft Office; Adobe Creative Suite; Mailchimp; Hootsuite
- **Interests:** Trivia; social justice; sports; education; cats; pens; mental health awareness; energy drinks; law; The Sims; Stardew Valley