

# JESSE KENDALL

123 Elm Street  
Miami, FL 33183

Phone: 305-444-4444  
jkendall@notmail.com

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## SUMMARY OF QUALIFICATIONS

Creative and resourceful Public Relations Intern with a demonstrated history of developing effective marketing campaigns that increased awareness and participation. With a commitment to excellence and an acute attention to detail, effectively manage multiple tasks. Work well with diverse groups to meet overarching goals and objectives.

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| ✓ Market Research & Program Development    | ✓ Creative & Innovative Strategic Development |
| ✓ Business Writing & Technical Proficiency | ✓ Communication & Interpersonal Skills        |
| ✓ Press Releases & Media Relations         | ✓ Cross-Functional Teamwork                   |

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## SUCCESSFUL INTERNSHIPS

ABC COMMUNICATIONS, Miami, FL ♦ 20xx-20xx

### ***Public Relations Intern***

Assisted the President by writing press releases, creating PowerPoint presentations for teleconferences and public speaking engagements, and supporting clients. Completed administrative tasks, including the drafting of correspondence, processing bills, and tax information.

- Aided in the analysis of client advertising strategies to develop effective approaches to achieving business goals.
- Designed branding and logos for lecture series and clients.
- Researched, developed, and published content for the corporate Web site.
- Created advertisements to be placed in the *Hartford Current* and *Hartford Business Journal*.

BCD UNIVERSITY, Miami, FL ♦ 20xx-20xx

### ***Intern - Public Relations***

*Wrote newsworthy press releases and feature articles for pickup by the media. Liaised with major networks.*

- Featured the university's 20xx-20xx wrestlers through photographs, biographies, and a media guide.
- Maintained up-to-date information on the university's Web site; handled ongoing edits and uploads of athletes' biographies and personal information of interest to readers.
- Promoted events and boosted interest by providing information to all media outlets.

CDE STUDENT ORGANIZATION, Miami, FL ♦ 20xx-20xx

### ***Intern - Creative Development***

*Collaborated in development of a mission statement, logo, mailing piece, and brochure for the organization.*

- Increased awareness of the organization, what it stood for, and the need to join.
- Consulted across the organization in development of advertisement and brochure placement strategies.

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## EDUCATION & SKILLS

UNIVERSITY OF XYZ, Miami, FL (20xx)

**Bachelor of Arts in Communication Sciences: Mass Media, Public Relations, & Cinema Studies**

Summer Abroad, Prague, CZ, 20xx

Speaker, Anti-Defamation League Seminar

*Computer Skills:* Microsoft Office Suite ♦ Adobe Dreamweaver, Photoshop, PageMaker ♦ Quicken ♦ Type 50 WPM