

Clara Communication

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OBJECTIVE

To obtain an internship in public relations in the entertainment industry

EDUCATION

Seton Hall University, College of Communication and the Arts, South Orange, NJ

Bachelor of Arts in Public Relations and Journalism | Minor: English | Expected May 20xx

Overall GPA 3.5 | Dean's List, All Semesters | The National Society of Collegiate Scholars

MEDIA SKILLS

Industry Assets: Media relations, AP style writing and editing, analysis, quantitative and qualitative research, customer service, strategic communication planning and execution, bilingual (Spanish)

Social Media: Facebook, LinkedIn, Twitter, Instagram, HootSuite, Instagram, Pinterest, Wordpress, Google+, Storify

Software: Vocus, Cision, InDesign, Microsoft Office, Apple Software, LexisNexis, Adobe Software

EXPERIENCE

Public Relations Student Society of America (PRSSA)

South Orange, NJ

Account Coordinator

September 20xx - Present

- Attend seminars held bi-weekly during school year to gain insight on PR industry from professionals in field
- Manage campaigns for local organizations that are seeking assistance in enhancing community awareness through Seton Hall University volunteer public relations firm, *PiratePR*
- Oversee promotions and social media for *The Setonian Digital*, the online version of the campus newspaper

Coyne PR

Parsippany, NJ

Public Relations Intern

January 20xx - May 20xx

- Developed material for clients including press releases, fact sheets, and bios within a diverse portfolio of hospitality and product-focused consumer brands
- Performed daily media monitoring; analyzed and interpreted results to strategize and target pitching
- Assisted major client campaigns by preparing live media, grand openings and product launches
- Created media lists using Vocus and conducted independent outreach to establish network of contacts

WSOU 89.5FM, Seton Hall Pirate Radio, Seton Hall University

South Orange, NJ

Disc Jockey/ Assistant Producer/ Assistant Program Director

October 20xx - May 20xx

- Managed multiple roles at a student-run nationally award winning campus radio station
- Achieved radio DJ clearance as a sophomore, including stints as assistant producer and assistant program director
- Facilitated radio shifts with music rotation, on-air breaks, news breaks, underwriting and contests
- Organized global, national and local news stories as well as traffic and weather updates, for on-air delivery every 15 minutes during 5-hour shifts
- Awarded Staff Member of the Month in March 20xx for dedication and involvement

EMPLOYMENT

Self Employed

Iselin, NJ

Private Guitar Instructor

January 20xx - Present

- Teach 30-minute to 1-hour private lessons to children and adults ages 10 and up on weekly basis
- Coordinate scheduling with clients and families, effectively communicating agenda and lesson plans for sessions
- Utilize different instruction methods for beginners, including playing by ear and using tablature system designed to help students learn notes in first position

The Best Pizza

Somerset, NJ

Senior Server

May 20xx - October 20xx

- Directed and trained staff of 15; implemented high-profile clientele service by tailoring to specific needs
- Averaged 25 hours during academic year while maintaining full course load in college