

# D/L

# David Leshinski

## SKILLS

- **AP Writing Style**
- **Canva**
- **Cision**
- **Google Ads: Search** (Certified)
- **Google Analytics** (Advanced Certification)
- **Google Suite**
- **HTML & CSS** (Beginner)
- **Microsoft Office:** Excel, Outlook, PowerPoint and Word
- **Python** (Beginner)
- **Social Media:** Facebook, Instagram, Twitter and YouTube
- **Website Builders:** Squarespace, Wix and WordPress



### ADDRESS:

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### LINKEDIN:

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## EXPERIENCE

Sep '19 – Dec '19

### Public Relations Intern • Pinckney Hugo Group • Syracuse, NY

- Performed market research to find demographics with high populations of women over the age of 55, which allowed the digital media team to strategically place traditional advertisements
- Updated media lists to ensure contacts are still holding their positions and can be utilized
- Monitored media coverage and generated reports showcasing features for clients that showed our PR and advertising efforts were successful
- Collected over 100+ healthcare and technology related magazine editorial calendars to allow clients to write in for a specific topic of their choice

Aug '19 – Dec '19

### News Staff Writer • Dragon Chronicle • Cortland, NY

- Developed stories and content that was relevant to the paper's target audience comprised of the students and staff
- Researched trending news and pitched ideas during weekly meetings
- Wrote articles on local and national news that required a thorough understanding of the topics, while making it easy for readers to comprehend

Aug '18 – Aug '19

### Sports Staff Writer • Dragon Chronicle • Cortland, NY

- Generated previews and recaps on SUNY Cortland's hockey teams that build awareness for their games
- Validated statistical accuracy of player stats by cross-referencing official stats posted on their webpage
- Attended games to take notes and interview spectators to gather a sense of fan approval

## EDUCATION

Aug '17 – Dec '19

### B.A. Communication Studies • SUNY Cortland • Cortland, NY

- Concentration: PR and Advertising

Aug '15 – May '17

### A.A. General Studies • Herkimer Community College • Herkimer, NY

## COURSE PROJECT

Dec '19

### WSUC Media Kit & Pitch • SUNY Cortland • Cortland, NY

- Designed a media kit complete with old and new information on SUNY Cortland's radio club to allow others to easily learn more about them
- Created an agency style mock pitch offering potential solutions for their social media pages and website
- Built a new website and logo to improve their sites SEO and retention of visitors