

Jacob S. Patton

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EDUCATION

University of Richmond, Richmond, VA, **Computer Coding Boot Camp**, Present

James Madison University, Harrisonburg, VA, **Bachelor of Science**, May 2018

Major- Communications with a Concentration in Public Relations

Minor- Sports Communication

- MAJOR GPA: 3.47/4.0
- MINOR GPA: 3.73/4.0

WORK EXPERIENCE

Marketing Coordinator, Seabrook Island Real Estate, Seabrook Island, SC, July 2018-September 2019

- Designed and created all advertising and collateral materials for the Seabrook Island Real Estate office
- Maintained listings through admin access across multiple online channels
- Planned and budgeted for marketing efforts for both print and online mediums
- Created and maintained a marketing budget
- Compiled and analyzed data relative to office performance
- Communicated and collaborated with the Seabrook Island Club and the real estate board of directors
- Coordinated with external sources for advertisements, meetings and appointment scheduling

RELEVANT EXPERIENCE

Account Executive, SCOM 461 Public Relations Campaigns, Harrisonburg, VA, January-May 2018

- Researched and analyzed client public relations campaigns
- Conducted primary and secondary research to assess client's publics and environment
- Created a full comprehensive public relations program for clients

Sports Communication Practicum, James Madison University, Harrisonburg, VA, September 2017-January 2018

- Completed communications research on historical statistics from individual players and the team
- Assisted the Sports Communications office in promoting JMU Field Hockey
- Communicated relevant information to the various publics of JMU Field Hockey

Alumni Relations Officer, Lambda Chi Alpha, Harrisonburg, VA, January 2017-January 2018

- Communicated with the alumni advisory board to collaborate with our officer core
- Hosted alumni weekends and professional development events to connect alumni with the chapter
- Created alumni newsletters to keep past members informed on the status and direction of the chapter

Dell Campus Representative, Mosaic Marketing Solutions, Harrisonburg, VA, June 2017-October 2017

- Marketed Dell computers on James Madison University campus
- Sold Dell computers on campus to students and faculty
- Promoted Dell products through table events and social media

SKILLS

- Proficient in Microsoft Office including Word, PowerPoint, Access, and Excel
- Proficient in Adobe InDesign and Photoshop software
- Designing various public relations and advertising documents using InDesign, Photoshop and basic design principles
- Writing public relations documents such as press releases, feature stories, PSAs, and newsletters using AP style
- Using primary and secondary research to assess key publics
- Good time management with organization and the ability to handle multiple deadlines simultaneously