

# 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