



Resume Sample - Public Relations Major

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MELANIE JONES

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Margins: .75"

Name: Future Std Book 16 pt

Section Headings: Future Std Book 10.5 pt

Content: Future Std Book 10.5 pt

SUMMARY OF QUALIFICATIONS

- Effective and goal-oriented communicator (verbal and written) with sales and outreach experience
- Creative individual experienced in developing marketing pieces and event planning
- Proficient in Microsoft Office (Word, Publisher, and PowerPoint), Apple Pages, social media marketing and internet research
- Experience with Adobe InDesign and Photoshop

EDUCATION

Auburn University; Auburn, AL

Bachelor of Arts in Public Relations; December 2014

Minor: English

GPA: 3.45/4.0

EXPERIENCE

Career Center; Auburn, AL

Public Relations Intern; May 2013-present

- Design communication and marketing pieces with Adobe Photoshop and Illustrator
- Create social media content/schedule to maintain Facebook, Twitter, Instagram and blog accounts
- Write press releases for career center events to increase student and alumni participation
- Plan and execute three orientation breakfasts, educating over 75 campus partners on updated services and resources

Public Relations Student Society of America; Auburn, AL

President; August 2013-May 2014

- Managed meetings and delegated responsibilities to members to increase productivity
- Coordinated social and professional development events for membership
- Increased membership from 20 to 8- by implementing marketing plan and increasing membership benefits
- Tracked membership growth and maintained contact information in Excel

Secretary; August 2012-May 2013

- Collaborated with group of give to found chapter at Auburn University
- Wrote and edited offices and member meeting minutes to submit to National office

Office of Undergraduate Admissions and Recruiting; Auburn, AL

Student Recruiter; May 2012-May 2013

- Made cold calls to prospective students to answer questions and educate them on university resources and programs
- Recruited prospective students at 15 events throughout Alabama, Georgia and Tennessee

HONORS

Delta Epsilon Iota Honor Society; Vice-President; January 2013-December 2014

Public Relations Excellence Scholarship; 2013-2014