

Connie L. Communications

123 Advertising Way * Public Relations, PA 12345 * 412-123-4567 * clcst200@mail.rmu.edu

OBJECTIVE Seeking a full-time position with an innovative advertising or public relations firm

EDUCATION **B.A. in Communication**, May 2015
ROBERT MORRIS UNIVERSITY, Moon Township, PA
* 3.77 Cumulative GPA
* National Society of Collegiate Scholars

EXPERIENCE **Broadcast Intern**, Aug. 2014 - Dec. 2014
MARC USA, Pittsburgh, PA
* Assisted with editing and general production of UPMC commercials
* Researched editing expenditures for Checkers/Rally's 2014
* Maintained relationships with talent and production agencies

Promotions Intern (WDVE), Jun. 2014 - Aug. 2014
CLEAR CHANNEL COMMUNICATIONS, Pittsburgh, PA
* Conducted promotional giveaways for the station
* Advertised for the station through self-employed promotional strategies
* Accurately maintained historical records of prizewinners

Assistant Producer, Jan. 2014 - May 2014
RMU-TV, Moon Township, PA
* Wrote scripts and organized show
* Created and incorporated graphics
* Proficiently met strict deadlines in a high stress atmosphere

Production Intern, Sep. 2013 - Dec. 2013
PRODUCTION MASTERS INC., Pittsburgh, PA
* Involved in production and editing of numerous projects
* Consistently kept accurate script notes
* Developed excellent skills in providing client satisfaction

PROJECTS **Advertising and Communication Strategies**, Spring 2015
Assisted with a marketing strategy to increase Eat'n Park's "to go" sales by 10%
* Researched target audience's thoughts on take out
* Implemented new strategies to increase sales
* Created examples of inserts and magnets
* Participated in group presentation to representatives from Eat'n Park

Professional Writing, Fall 2014
Contributed to a group project focused on medical ad analysis
* Identified and defined target audience
* Analyzed the advertisement's hidden messages
* Provided data included in a poster used at a national conference

ACTIVITIES RMU Student Program Board- Marketing Committee, Fall 2014 - Spring 2015
Intramural Softball, 2011 - 2014

COMPUTER SKILLS Adobe Photoshop, MS Word, PowerPoint, and Excel
Experience working on both linear and non-linear editing systems