

Cassie Communications

123 Advertising Way Moon Township, PA 15108 412-123-4567 ccommunications@email.com

- OBJECTIVE** Seeking an internship in an advertising agency or public relations firm.
- EDUCATION** **Robert Morris University**, Moon Township, PA
BACHELOR OF ARTS IN COMMUNICATION, Expected May 2017
Concentration in Advertising; Minor in Public Relations
- * 3.77 Cumulative GPA
 - * National Society of Collegiate Scholars
- SKILLS**
- Writing:** Press releases, PSAs, feature stories, media scripts, site plans, media advisories, budgets, Gantt charts
Event Planning: Promotions, logistics, media relations, fundraising
Social Media: Twitter, Facebook, LinkedIn, Instagram, Pinterest
Computer: Microsoft Office (Word, PowerPoint, Excel), Adobe Illustrator
- EXPERIENCE**
- Account Management Intern**, January 2016 – May 2016
CREATIVE SOLUTIONS ADVERTISING, Pittsburgh, PA
- * Provided day-to-day account management for a large retail chain account.
 - * Oversaw several projects from creative to production to client.
 - * Maintained daily contact with client via email and phone regarding necessary revisions and requests.
 - * Helped organize an in-store promotion sweepstakes.
- Promotions Intern**, September 2015 – December 2015
BIG SKY BROADCASTING, Pittsburgh, PA
- * Helped set up and staff live remotes.
 - * Conducted promotional giveaways for the station.
 - * Coordinated station contests, notified winners, and accurately maintained historical records of prizewinners.
- PROJECTS**
- Advertising and Communication Strategies**, Spring 2016
- * Assisted with a marketing strategy to increase Hometown Burger'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.
 - * Led group presentation to representatives from Hometown Burgers.
- Professional Writing**, Fall 2015
- * 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 displayed at a national conference.
- ACTIVITIES**
- RMU Ad Club, Fall 2013 – Present
- * President, Fall 2015 – Present
- Public Relations Society, Fall 2014 – Present
First Year Student Mentor, Fall 2015