
OBJECTIVE To support XX company's goals and offer a vital role while furthering my knowledge and experience within the field.

EDUCATION

William Paterson University

Bachelor of Art Communication

Public Relations Concentration GPA: 3.7

Alumni Community Service Scholarship 09-11

Work 20 hours per week to help finance my education while maintaining a full course load.

Wayne, NJ
Anticipated May 2012
Dean's List 2007-2012

RELATED EXPERIENCE

Great PR, Inc.

Digital PR team; On-line Marketing

- Researched and compiled lists of target media/bloggers/web staff for outreach
- Wrote digital PR pitches to send to all forms of online media
- Contributed to various online social campaigns/projects for a variety of reputable clients

Edgewater, NJ
08/08-present

Student Public Relations Association

President

- Led club initiatives including various fundraisers and public service campaigns
- Successfully researched and contacted sponsors for product donations, created sponsor pitch letters
- Created press releases and media alerts for events to inform campus media and community
- Writer for SPRA newsletter
- **"Just Vote"**
 - Led campaign and event to encourage the WPU community to register to vote and educated them about the 2008 presidential candidates. Registered 200 first-time voters for WPU's American Democracy Project.
- **"We Want Your Blood"**
 - Managed Halloween-themed blood drive with Community Blood Services. The event secured more blood donations than any other WPU blood drive to date. Created themed activities to generate interest and dispel fears about giving blood.

Wayne, NJ
02/09- present

Pioneer Times

Ads Editor for student-run campus newspaper

- Contributing writer for several on-campus and op/ed stories
- Created and distributed flier pitches electronically
- Communicated with local vendors for ad placements

Wayne, NJ
09/08-05/09

RELEVANT COURSE WORK

PR Case Study: William Paterson University Club Hockey Team

- Created a step-by-step public relations plan including goals, objectives, and strategies for the semester.
 - Helped increase general awareness of the club and promoted their fan appreciate nights
 - Created team's social media presence to increase game attendance

PR Workshop: Apple IPOD

- Created a comprehensive public relations plan to support a relaunch of the Apple iPod which included research, SWOT analysis, objectives, strategies, target audiences, competitive analysis and tactics including events, social media, releases, pitches, alerts, editorial calendar and pitch ideas, etc.

Journalism

- Wrote original well-researched articles about a variety of topics including school parking, tuition increases, movie reviews and politics
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OTHER EMPLOYMENT

Pizza Fun Restaurant, Waitress

- Successfully serve dozens of clients while ensuring a positive dining experience
- Increase restaurant sales by upselling premium menu and bar items
- Write social media content and promotional flyers for discount and theme nights

Wayne, NJ
02.09 - Present

SKILLS MS Word, MS Excel, Publisher and MS PowerPoint, WordPerfect, Adobe Acrobat Reader, writing, editing, proofreading, Final Cut Pro, Lexis/Nexis, Google/Yahoo/Facebook ad usage, social media, Technorati Blogs and search engines