

# Jane Smith

## Contact information

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### EDUCATION

William Paterson University (GPA: 3.7) Wayne, NJ  
Bachelor of Arts in communication—public relations/journalism, anticipated May 2020  
Dean's List, 2016 - present  
*Maintained a part-time job to finance education while maintaining a full-course load*

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### RELATED EXPERIENCE

**Coyne Public Relations** Parsippany, NJ  
*Public Relations Intern* January 2019-present

- Write pitches and social media posts for clients such as Hard Rock Hotel, Pfizer, Dr. Adam Jake and Nike
- Research “Mommy Bloggers” to find best outlets to pitch baby products by BabyGanics, Mommy’s Bliss
- Brainstorm interesting ways to pitch client products such as BabyGanics Germinator hand sanitizer, Luvs, etc.

**Office of Marketing and Public Relations, William Paterson University** Wayne, NJ  
*Public Relations Assistant* May 2018—present

- Write press releases and media alerts for upcoming events and campus activities
- Research and compile lists of media to publicize specific events using CisionPoint
- Wrote student profile articles and William Paterson University alumni section for *WP Magazine*
- Write copy, shot and edited photos and videos for Facebook, YouTube, Instagram and Twitter postings

**Lucysblog.com** Fall 2018 - Present

- Created lifestyle blog featuring original articles and content about health, wellness and beauty for young women
- Marketing outreach plan utilizing SEO, hyperlinks, tagging and links to Twitter, Instagram, Vine and Pinterest helped page views reach more than 2,000 and followers grew to 400 in less than 8 weeks

**Student Public Relations Association** Fall 2017-Present

- Supported club initiatives including planning of Career Fair, Alumni Networking Event and NYC field trip.
  - Assisted with club funding requests, newsletter copy editing and social media efforts which grew following by 50%
  - In charge of PR Fair outreach and invitations which was attended by more than 200 students and 25 employers
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### RELEVANT COURSE WORK

**Public Relations Workshop:** Wrote comprehensive integrated communication plan featuring research, SWOT analysis, objectives, strategies and tactics. Created mock press releases, social media plans, editorial calendar, event outline, etc.

**Digital & Social Media Communication:** Completed Google Challenge, SEO training and became HootSuite certified. Wrote a strategic plan to help Whole Foods to meet business objectives utilizing social media.

**Corporate Social Responsibility:** Created a comprehensive research paper and recommendation plan for GAP, Inc. to improve their CSR in human rights, philanthropy, governance, ethics, the environment, diversity and community relations.

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### OTHER EMPLOYMENT

**Skyline Lake Property Owner’s Association** Ringwood, NJ  
*Head Lifeguard/Manager* May 2017 - present (seasonal)

- Certifications: waterfront, lifesaving, first aid, CPR, AED and blood-borne pathogen
- Ensure safety of swimmers, manage lifeguards and assist manager with schedules, inventory and hiring

**Nanny** August 2015 - April 2017

- Assist children (ages 6 and 9) with homework, projects and/or after-school activities
  - Responsible for meals and transportation to sports/activities
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**Skills:** MS Word, MS Excel, PowerPoint, Lexis/Nexis, CisionPoint, writing/business writing, editing, proofreading, social media such as Facebook/Twitter/Google+/LinkedIn/Tumblr, blogging, Adobe Acrobat Reader, Google/Google Scholar, and search engines.