

FirstName LastName

(555) 555 5432 • tstudent@students.towson.edu • Towson, MD

EDUCATION

Bachelor of Science in Mass Communication

May 20XX

Towson University, Towson, MD

- Track: Strategic Public Relations & Integrated Communication
- Minor: Business Administration

SOCIAL MEDIA AND SOFTWARE SKILLS

Software and Web Applications: Salesforce | Constant Contact | Vocus | Wiggio

Microsoft Office: Word | Excel | PowerPoint | Outlook | Access

Social Media: Facebook | Twitter | Tumblr | Instagram | LinkedIn

EVENT PLANNING & MARKETING EXPERIENCE

Marketing and Events Intern

August 20xx-Present

Undergraduate Marketing Department, Towson University, Towson, MD

- Use Salesforce to create two weekly email campaigns to recruit prospective students as well as manage and create content for social media outlets including Facebook, Twitter, Tumblr, and Instagram
- Assist with Towson University's open houses by planning and running college sessions, student panels, and the information fair for prospective students and parents, as well as live tweeting throughout the event
- Participate in three strategic planning sessions per week for new programming ideas, promotional giveaways, publication content, and ways to improve daily tours

President

September 20XX – May 20XX

Public Relations Group, Towson University, Towson, MD

- Conducted an executive board meeting of 10 while delegating and monitoring responsibilities such as programming during meetings, fundraising, professional development opportunities, and networking
- Planned an annual networking fair to assist students with finding internships and jobs in the integrated communications field with over 20 vendors and over 200 students in attendance

Media Intern

January 20XX – May 20XX

IMRE, Baltimore, MD

- Created and maintained account scorecards and measurement documents for media placements
- Drafted media pitches, distributed press material to the media, and wrote press releases
- Used Vocus to find contact information and create media lists to distribute press releases for clients

LEADERSHIP EXPERIENCE

Leadership Intern

August 20XX – May 20XX

Office of Student Activities, Towson University, Towson, MD

- Developed, promoted, and taught leadership workshops for groups of 30-50 students on topics such as Leading with Congruence, Finding Common Ground, Group Cohesiveness, and Conflict Resolution
- Planned and promoted the Spring Leadership Conference for 250 college students in the Baltimore area through guerilla marketing, social media, and email campaigns

Girl Scout Gold Award Project

Baltimore, MD

February 20XX

- Achieved highest award in Girl Scouting for developing, coordinating and implementing a healthy eating and fitness campaign for local elementary schools