Anna Williams

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Objective

A creative position within marketing, public relations or media relations

Education

Northern Kentucky University, Highland Heights, KY

Bachelor of Arts, Communication Studies, May 20XX

* Participated in summer study abroad, London and Japan
* Feature Writer for The Northerner (20XX)

Relevant Skills

Marketing/Public Relation/Promotions

* Served as sorority recruitment chair; increased membership by 10% by implementing aggressive new member marketing campaign
* Solicited sponsors and advertisers for sorority’s annual philanthropic event, Delta Dance-a-Thon; raised 30% more than preceding year
* Planned, budgeted and promoted social events for 200 dormitory residents

Communications

* Wrote feature articles for The Northerner, NKU’s student-run campus newspaper
* Experienced with writing press releases and developing media kits

Computer

* Computer proficient; software expertise includes MS Office products, MS Publisher, FrontPage Web Design, Dreamweaver, and Adobe InDesign
* Strong graphic-design skills; created show program for Theatre Department’s production of Guys and Dolls and various other event marketing materials

Internship Experience

Public Relations Intern, Newport Aquarium, Newport, KY, Summer 20XX

* Researched various aquatic animals for background sheets and media presentations
* Worked closely with media for story development, advertising and special event promotion
* Assisted with coordination of community special events and educational programs

Promotions Intern, KISS 107.1 FM, Cincinnati, OH, Spring 20XX

* Edited copy and provided voice-over for an on-air advertisement
* Participated in promotional events during satellite broadcasts
* Attended concerts and community events promoting station

Employment and Activities

Delta Phi Alpha Sorority• Vice President of Public Relations (20XX – 20XX), Recruitment Chair

(20XX – 20XX), Social Chair (20XX – 20XX)

Resident Advisor• Northern Kentucky University, Highland Heights, KY (Aug. 20XX – May 20XX)

Server • Barleycorn’s, Cold Spring, KY (May 20XX – July 20XX)

Lifeguard • Five Season’s Sports Club, Crestview Hills, KY (Summers 20XX – 20XX)

*References and writing samples available upon request*