**Erica Norse**

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**OBJECTIVE**

Social media-savvy and highly motivated Communications major seeking as a position as a Marketing Coordinator.

**EDUCATION**

**B.A. in Communication Studies**  Spring 20xx

Northern Kentucky University, Highland Heights, KY

Minor: Marketing

Dean’s List 20xx, 20xx, and 20xx

**Related Courses**

Visual Fundamentals for Digital Media

Strategies of Persuasion

Marketing Tools

Principles of Marketing

**SKILLS**

* Microsoft Office Suite
* Social Media Management, Instagram, Facebook, Twitter
* Adobe Photoshop, Canva (digital design tool)
* Web Writing

**RELATED EXPERIENCE**

**Marketing Assistant, NKU Campus Recreation Center** March 20xx – Present

* Design monthly newsletters and posters using Canva, post videos for social media using Premiere Pro
* Schedule social media posts, assign weekly tasks, and manage workflows using productivity tools like Hootsuite.com, Monday.com and whentowork.com.
* Recruit marketing team and propose new ideas in leadership team meetings, then collaborate with other team members
* Organize and manage the event “Exam jam,” a study session for university students, assisting with the planning, marketing, and promoting of the event

**Communications Intern, Alsaid Foundation,** Cleveland, OHMay 20xx – June 20xx

* Created content for company social media channels
* Drafted written materials for internal and external communications, such as newsletters, flyers, graphics, and marketing materials
* Tracked all forms of media coverage, events, and issues
* Forged strong connections between the community and Alsaid Foundation
* Collaborated with the Communications Coordinator

**INVOLVEMENT**

**Member of NKU R.O.C.K.S.** Month 20xx – Month 20xx

**(NKU Responsibility, Opportunity, Community, Knowledge, and Success)**

* Familiarized students with Northern Kentucky University and the resources available on campus
* Retained NKU R.O.C.K.S. students at a higher rate than the general African American population
* Developed strong academic, leadership, and professional skills
* Created networks for students among key constituents within the institution and assisted in creating resourceful relationships