

CAROL COMMUNICATIONS

85 Nunn Drive • Highland Heights, KY 41099 • 859-555-1212 • carol.communications@nku.edu

OBJECTIVE

A creative position within marketing, public relations or media relations

EDUCATION

Northern Kentucky University, Highland Heights, KY

Bachelor of Arts, Speech Communication, 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 using Adobe PageMaker

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

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

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

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

References and writing samples available upon request