

# First Middle initial Last Name

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Current Address: P.O. Box 4567 • St. Bonaventure, NY 14778 • (716) 379-1234 • [name@bonaventure.edu](mailto:name@bonaventure.edu)

***Seeking the opportunity to utilize excellent writing, editing and research skills  
with a public relations or advertising firm.***

## Education:

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**Bachelor of Arts degree** • Jandoli School of Communication • May 20XX

St. Bonaventure University, St. Bonaventure, NY

Minor: Marketing

Overall GPA: 3.36/4.0

Major GPA: 3.73/4.0

Dean's List

**Washington Semester Journalism Program** • Spring 20XX

American University, Washington, DC

## Experience:

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### ***Advertising/Promotions/Marketing***

**Marketing Operations Intern** • Excellus Blue Cross Blue Shield • Rochester, NY • Summer 20XX

- Designed a marketing Intranet site to give employees easier access to sales tools and information.
- Coordinated with Blue Cross Blue Shield managers across five regional sites to develop materials for the Intranet.
- Compiled secondary research and generated summaries for marketing intelligence purposes.
- Developed reports for marketing operations and evaluated late submissions over a six-month period.

**Advertising Intern** • Roberts Communications Inc. • Rochester, NY • Spring 20XX

- Conducted marketing research for current and prospective clients.
- Researched and planned pitch to gain Company XYZ's sesquicentennial celebration account.

**Promotions Intern** • Clear Channel Communications • Rochester, NY • Fall 20XX

- Planned promotions for live remote broadcasts attended by as many as seven radio stations.

### ***Public Relations***

**Sports Communication Intern** • St. Bonaventure University • St. Bonaventure, NY • Fall 20XX – present

- Serve as a media contact for Division I women's soccer and lacrosse, securing approximately 30 stories.
- Write and edit content for athletic department media guides.
- Facilitate media personnel on press row for Division I men's basketball games.
- Compile auxiliary statistics for local and regional publications.

**Global Public Relations Intern** • Special Olympics • Washington, DC • Summer 20XX

- Composed public relations material to support national and global promotions and events, including the 20XX World Winter Games.
- Wrote athlete feature stories and biographies for the Special Olympics website and print publications.
- Conducted research on media contacts and pitched various media outlets.

### ***Print***

**Editor** • Office of Public Relations, St. Bonaventure University • St. Bonaventure, NY • Fall 20XX – present

**Freelance Sports Reporter** • Livingston County News • Geneseo, NY • Summers 20XX, 20XX

**Features Writer** • The Bona Venture • St. Bonaventure, NY • Fall 20XX – Spring 20XX

## Professional Affiliations:

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• American Advertising Federation

• American Marketing Association

## Computer Skills:

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• Microsoft Office

• InDesign

• Adobe Photoshop

• Social Media expertise

References and portfolio available upon request