

First Last Name

422 Elmwood Avenue || Buffalo, NY 14240 || 716.883.1556 || name17@bonaventure.com

Advertising and Marketing Professional

Profile

- Successful record of embracing new challenges and a passion for the art of promotion.
- Driven to establish and achieve business objectives.
- Skilled in identifying project needs and creatively solving problems.
- Ability to enhance an organizational brand via social media.

Education

St. Bonaventure University, St. Bonaventure, NY May 20XX

Honors Bachelor of Arts in Strategic Communication

Double Minors: Psychology and Marketing

Overall GPA: 3.38/4.0 Dean's List, all semesters

Recipient of Jacqueline A. Culligan Academic Scholarship

Relevant Coursework:

Writing and Reporting, Persuasive Writing and Rhetoric, Public Relations Campaigns, Organizational Communications, Advanced Editing, Media Ethics

American University Washington Summer Session, Washington, DC June 20XX

Participated in lectures and discussions with prominent figures in the mass communication/
broadcast journalism field.

Experience

Public Relations Intern, The Buffalo Philharmonic Orchestra Summer 20XX to present
Buffalo, NY

- Write and distribute press releases for the BPO
- Assist with event management, advertising plans, and artist relations
- Develop promotional materials for current concert season
- Manage content for company website

Marketing/Communication Intern, Marketing Research Associates Summer 20XX
New York, NY

- Engaged with local entrepreneurs and corporate marketing professionals to gain insight into their marketing and advertising strategies for global brands
- Participated on four-member team whose six-week project entailed creating, marketing, and launching a natural skincare product line
- Conducted market research to determine target demographics, branded the product, wrote advertising communications and press releases

Staff Intern, The Buffalo News Summer 20XX
Buffalo, NY

- Performed basic copy editing duties
- Photographed subjects and wrote captions
- Wrote classifieds and designed service advertisements
- Designed and published 20XX company operations manual

Technical Skills

Microsoft Office
InDesign
Adobe Photoshop

Adobe Premier Pro
Social Media
Web Design