

Bethany L. Reagan

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

Education:

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:

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:

- American Advertising Federation
- Society of Professional Journalists

Computer Skills:

- Microsoft Office
- Adobe Photoshop
- InDesign
- Social Media expertise

References and portfolio available upon request