

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 2008

- Participated in summer study abroad, London and Japan
- Features Writer for The Northerner (2006)

Note: This is a functional-style résumé to highlight Carol's skills.

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 articles for The Northerner, NKU's student-run campus newspaper
- Experienced with writing press releases and developing media kits

Computer

- Extremely computer proficient; software expertise includes MS Office products, MS Publisher, FrontPage Web Design, and Dreamweaver
- 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 2007

- 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 2007

- 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 (2007 - 2008), Recruitment Chair (2006-2007), Social Chair (2005 - 2006)

Resident Advisor • Northern Kentucky University, Highland Heights, KY 2005 - 2006

Server • Barleycorn's, Cold Spring, KY 2003 - 2005

Lifeguard • Five Season's Sports Club, Crestview Hills, KY Summers, 2002 - 2004

References and writing samples available upon request