

Resume Example for Senior or Recent Grad in Public Relations Track – Three Relevant Internships
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PROFILE

- Bilingual public relations professional with experience in working with corporate clients
- Demonstrated skills in creating multi-tiered public relations campaigns for product launches
- Strong contributor to strategy involving community management, social media content and analysis

COMMUNICATIONS EXPERIENCE

Intern, Account Coordinator | June 2016 – Present

Walter Agency, Richmond, Va.

- Wrote content for corporate client for an interactive, multimedia format to increase targeted audience interaction to share research findings
- Prepared and revised media relations materials for corporate practice clients including media lists, pitch letters, news releases and media advisories
- Translated press release to announce a corporate client's sponsored event in Spain

Public Relations Intern | January – May 2016

Monroe Group, Richmond, Va.

- Created multi-tiered public relations campaign proposals tailored to potential clients' statements of needs, objectives and time frame
- Managed social media grassroots campaign that organized over 500 community members
- Pitched media for client's award ceremony, resulting in story placements in *Richmond-Times Dispatch*

Communications Intern | August – December 2015

The Monument Agency, Richmond, Va.

- Managed brand launch for client's new product and coordinated communications to involve five customers
- Researched business-to-business client's competition in targeted markets to determine competitive advantages and unique offerings

WORK EXPERIENCE

Sales Associate (Part-time) | August 2015 – Present

Nordstrom, Richmond, Va.

- Built client base through email correspondence, brand and client knowledge

VOLUNTEER AND COMMUNITY EXPERIENCE

Publicity and Media Chair, The Humanitarian Endeavor, VCU, Richmond, Va. | January – May 2016

- Organized and planned the Journey to Pledge event for 75 people
- Coordinated agenda, speakers, food, venue, event activities, advertising and promotions

Public Relations Chair and Historian, Global Foundation, VCU, Richmond, Va. | September 2014 – May 2015

- Developed publicity plans and coordinated promotions for cultural events on campus

MEMBERSHIP

Member, Public Relations Student Society of America at VCU, Richmond, Va. | *August 2014 – Present*

- Managed communications with Daily Planet as school ambassador for the X-Out Homelessness campaign

EDUCATION

Virginia Commonwealth University, Richmond, Va.

Bachelor of Science (B.S.), Mass Communications, Public Relations Concentration | *December 2017*

Bachelor of Arts (B.A.), Spanish, Certificate in Spanish/English Translation and Interpretation

Honors College Student, Cumulative GPA: 3.6/4.0