

Jane Smith

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PROFILE

My hands-on experiences span video production, media interviews, public relations, advertising, social media, website management and development. This equips me as an aspiring public relations professional to create effective content in a technology-driven world.

EDUCATION

Bachelor of Science - Mass Communications with Public Relations emphasis and a minor in General Business and Marketing. St. Cloud State University, St. Cloud, MN, Fall 2017. *(Note: If graduation is several months or years in future: Anticipated graduation, Spring 2017.)*

EXPERIENCE

Social Media Manager, Husky Agency, St. Cloud, MN, Spring 2016 to Fall 2017

Husky Agency is a service learning-learning experience for aspiring public relations professionals at SCSU. Produced public Relations campaign for the XZY Company, St. Cloud. Managed team of four social media specialists, successfully organized social media calendar and help produce promotional video.

Intern, The XZY Public Relations Agency, St. Paul, MN, 2010 to 2013

Contributed to more than 15 summer events as an intern. Created brochures, updated website, coordinated media interview and daily social media updates.

Hostess and Server - The Green Shamrock, Murdock, MN, 2006 to present

Worked at family restaurant in rural Minnesota. Developed customer relations skills and time management skills while updating social media websites for restaurant.

HONORS, AWARDS AND LEADERSHIP

XYZ Online College Media Awards, First Place, 2017

XZY Scholarship, 2016 and 2017

Dean's List at SCSU: Fall 2015, Spring 2016 and Fall 2017

Captain, SCSU Synchronized Swim Team, 2016 to 2017

SKILLS

Writing: News stories, press releases, brochures, radio public service announcements, video script development, ghost writing for newspaper editorials

Public Relations: Campaign development, media relations, media pitching, social media campaign development and more

Foreign Languages: Dutch and Spanish, conversation level

APPLICATIONS AND TECHNOLOGY

Adobe Creative Cloud: Acrobat, Dreamweaver, Photoshop, Illustrator, InDesign and Premiere Pro

Apple: Final Cut Pro X, iMovie, mobile iMovie for iPhone and iPad

Social Media: YouTube, Twitter, Facebook, LinkedIn and Instagram

Web design: WordPress, Basic HTML/CSS, Dreamweaver with Bootstrap

VOLUNTEERING

Served food and played guitar at the XZY Soup Kitchen, City, State, 2015 to present

Girl Scout Camp Mentor, 2015 to present

Mission XYZ Social Media Volunteer, 2006 to present