

KEISHA JONES

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PROFESSIONAL PROFILE

Public Relations professional with experience in advertising, journalism, sales, and customer service. Eager to gain further experience in creating and implementing marketing strategies and project budget proposals.

EDUCATION

GOVERNORS STATE UNIVERSITY, UNIVERSITY PARK, IL

Master of Arts in Communication & Training, Concentration in Media Communication, Expected June 2025

UNIVERSITY OF WISCONSIN AT WHITEWATER, WI

Bachelor of Arts in Communications, Concentration in Public Relations, May 2018

PUBLIC RELATIONS/WRITING PROJECTS

GOVERNORS STATE UNIVERSITY

Graduate Thesis-Screenplay: Sudden Reality, Summer 2022

- Authored a screenplay in full as thesis project. Includes an outline and the entire script.

Broadcast Journalism, Spring 2021

- Produced reports to present on camera and reported with classmates in the style of a real newscast.
- Assisted with camera equipment for reporters to develop film and key grip skills.

Non-broadcast in TV Operations, Fall 2020

- Composed a training video for Walgreens Photo Department on DVD, including all aspects of production.
- Assisted in the budget proposal and script revision suggestions that improved overall special effects imaging.
- Researched information on the costs of production companies, actors, equipment, and set sites.

Videoconferencing, Summer 2020

- Designed a logo for the videoconference included on the script, flyers, and University program.
- Facilitated meetings to plan stage set-up and initiated research for conference material.
- Contacted and followed up with members and guests of the conference to ensure client satisfaction.

UNIVERSITY OF WISCONSIN AT WHITEWATER

Royal Purple Newspaper, Feature Writer, September 2018 – May 2019

- Composed feature articles and debate stories dealing with campus issues to promote diversity.
- Interviewed students, staff, and faculty to write personal feature stories for increased readership.
- Attended school conferences to record information for a full cover story on school organizations.

Advertising, Spring 2018

- Designed advertising and campaigns for various products to be used in print magazines and online.
- Created advertising briefs, campaign designs, and brochures for various marketing projects.

PUBLIC RELATIONS AND MARKETING EXPERIENCE

Creative Assistant, CHRISTIAN CHURCH, JOHNSTOWN, WI, October 2015 – July 2017

- Developed Sunday programs, church flyers, and agendas for church functions.
- Assisted and supported planning committees with stage set-up, decorations, and costumes for plays.
- Created hand-outs and instructed meetings corresponding to church events to improve turnout.

Resident Assistant, UNIVERSITY OF WISCONSIN AT WHITEWATER, WI, August 2014 – July 2015

- Produced and instructed enhancement programs for all undergraduates to promote student interaction.
- Attended informational conferences for ideas of interacting with the residents on the floor.
- Formed competitions to increase residential involvement with floor activities.

COMPUTER SKILLS

Proficient in Microsoft Word, Photoshop, Quark Express, PageMaker, PowerPoint, Illustrator, Publisher, PhotoDraw.