[Sample: *Public Relations – MA – Extensive Experience*]

# 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.