

KEISHA JONES

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Bilingual: Spanish and English

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 2014

UNIVERSITY OF WISCONSIN AT WHITEWATER, WI

Bachelor of Arts in Communications, Concentration in Public Relations, May 2011

PUBLIC RELATIONS/WRITING PROJECTS

GOVERNORS STATE UNIVERSITY

Graduate Thesis-Screenplay: Sudden Reality, Summer 2013

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

Broadcast Journalism, Spring 2013

- 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 2012

- Composed a training video for Walgreens Photo Department on DVD, including all aspects of production.
- Assisted in 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 2012

- 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 2010 – May 2011

- 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 2011

- 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 2009 – July 2011

- 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 2009 – July 2010

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

COMPUTER SKILLS

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