

Mass Communication Sample

322 W. Main Street, Winona, MN 55987 ▪ Name@winona.edu ▪ (507) 123-4567

OBJECTIVE

To utilize outstanding written and verbal communication strengths in a public relations field

EDUCATION

WINONA STATE UNIVERSITY - Bachelor of Arts - May 2009

Winona, MN GPA: 3.25 GPA

Major: Mass Communication - Public Relations

Minor: Communication Studies

RELEVANT EXPERIENCE

WINONA STATE UNIVERSITY COMMUNICATION OFFICE - Student Assistant

Winona, MN, Sept. 2007 - Present

- Communicate university information to students
- Write press releases and feature stories
- Document past newspaper articles

AMERICAN RED CROSS - Marketing/Communication Intern

Chicago, IL, Aug. 2006 - Dec. 2006

- Assisted the marketing/communications managers in copy writing, press releases, event planning, and web site development
- Updated content of Web site
- Composed press releases for events and public updates
- Designed and distributed 90th anniversary newsletter

LEADERSHIP/ACTIVITIES

DELTA PHI EPSILON - Public Relations Chair & Greek Council Representative

Winona, MN, March 2006 - Present

Public Relations Chair

- Manage all communication plans, press releases, advertising and special events
- Create advertising campaigns for student recruitment

Greek Council Representative

- Liaison between Greek board and sorority board
- Design promotional materials to be distributed on campus and to incoming students

AMERICAN ADVERTISING FEDERATION - Council Member

Winona, MN, Sept. 2005 - Sept. 2007

- Participate in council meetings and events
- Attended 2006 Minneapolis Advertising Convention