

EDUCATION

University of Northern Iowa, Cedar Falls, IA
Bachelor of Arts in Public Relations, May 20XX

- Awarded 3 academic scholarships
- 3.48/4.00 cumulative GPA, Dean's List: 2 semesters

Des Moines Area Community College, Ankeny, IA
Associate of Arts, May 20XX

EXPERIENCE

Regional Credit Union, Cedar Falls, IA

Marketing Intern

May 20XX – present

- Manage the marketing and outreach of a community day for over 5,000 members and 200 staff
- Generate interest in event by creating an expert series broadcast on local news station
- Utilized multiple SEO methods and promoted by all major social media platforms
- Collaborate with executives in creating media promotional videos
- Develop campaign materials using the Adobe Creative Suite

Teller

October 20XX – May 20XX

- Served up-to 200 members daily, assisting with basic banking transactions and services
- Promoted financial products and expert advisors to aid members with various financial situations

National Non-Profit, Local Chapter, Waterloo, IA

Public Relations Assistant

January 20XX – May 20XX

- Analyzed the social media presence and developed strategies to target college-aged volunteers
- Increased volunteerism from the University of Northern Iowa campus from 12 to more than 50

Retail Store, Hometown, IA

Sales Associate

March 20XX – August 20XX

- Recognized for sales ability, earning three awards for exceeding customer expectations
- Trained to sell within multiple departments, meeting internal sales goals 97% of the time

LEADERSHIP

UNI Public Relations Student Association, Cedar Falls, Iowa

Nov 20XX-Present

Regional Conference Representative

- Communicate as a liaison to effectively relay current public relation news
- Represent the organization of 45 members during weekly Skype meetings

Campbell Hall, Cedar Falls, Iowa

Aug 20XX-Present

Student Senator

- Collaborated with 35 other student senators to create on-campus programming
- Increased on-campus resident participation in programming by 50%

SKILLS & TRAINING

- **SEO/SMO:** Trained in latest techniques and have practiced in the workforce
- **Creative:** Adobe Creative Suite, specifically InDesign and Photoshop
- **Leadership:** Earned certificate from the "UNI Leadership Now" training program