**FIRST NAME LAST NAME**

**CONTACT:**

Email

Phone #

Website

LinkedIn URL

**EDUCATION:**

University of North Carolina at Chapel Hill

Hussman School of Journalism and Media

(Add Area of Study)

B.A. expected May 2020

**SKILLS:**

Computer skills

Language skills

Don’t add soft skills (i.e. hard working, dedicated, diligent etc. The employer wants to see these in your job descriptions. Remember, show instead of tell)

**EXPERIENCE:**

**Job Title, Company Name**

City, State, Month Year-Month Year (or Month Year-Present)

* Bullet point the main duties, responsibilities and accomplishments you want to showcase to an employer
* Use numbers to quantify when you can
* Tell the “how” and “why” behind what you did
* What was the purpose? Who benefited? What was the result?

**Job Title, Company Name**

City, State, Month Year-Month Year (or Month Year-Present)

* Duty/responsibility/accomplishment #1
* Duty/responsibility/accomplishment #2
* Duty/responsibility/accomplishment #3

**Job Title, Company Name**

City, State, Month Year-Month Year (or Month Year-Present)

* Duty/responsibility/accomplishment #1
* Duty/responsibility/accomplishment #2
* Duty/responsibility/accomplishment #3

**Job Title, Company Name**

City, State, Month Year-Month Year (or Month Year-Present)

* Duty/responsibility/accomplishment #1
* Duty/responsibility/accomplishment #2
* Duty/responsibility/accomplishment #3

**ACTIVITIES:**

This is optional. Feel free to use this space to continue with your experience section. If you’d like to add another section, you can title it activities, campus involvement, volunteer work etc.

**FIRST NAME LAST NAME**

Email • phone • LinkedIn URL • Website
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**EDUCATION**
**University of North Carolina at Chapel Hill — expected May 2014**

B.A., Journalism and Mass Communication (Public Relations)
B.A., Peace, War, and Defense (National and International Security)

**The Fund for American Studies, Washington, DC — Fall 2012**

Capitol Semester Program for Political Journalism

**EXPERIENCE**

**Capstrat, Raleigh, N.C.**

Associate Account Coordinator, January 2014 ­­— Present

* Conduct competitive audit of 14 health care systems for one of the state’s largest non-profit medical systems
* Facilitate newsletter, website, and fact sheet content management for the 19 local sites of a public-private community health program

Client Services Intern, September 2013 — December 2013

* Analyzed consumer reports to generate a bank of social media posts for a top-four professional services firm
* Conducted online and in-person audience research to inform strategies for new business proposal

**GMMB, Washington, D.C.,** Account Intern, June 2013 — August 2013

* Prepared media briefings, landscapes, and monitoring reports to inform client work for leading education non-profits
* Supported earned media and press outreach in drafting releases, advisories, and op-eds; managing press lists; and pitching stories
* Collaborated with a team of six interns to develop a strategic proposal and deliverables for an advocacy campaign for tobacco control

**WeSkill, Charlotte, N.C.,** Content Writer, November 2011 — Present

* Researched and wrote scripts for 25+ online educational videos
* Edited 25+ scripts and 65+ supplemental course materials for spelling, grammar, and syntax
* Developed and wrote 60+ practice exercises, assessment questions, and key takeaways to compliment online video content

**UNC School of Journalism, Chapel Hill, N.C.,** Crisis Communication Trainer, February 2013 — December 2013

* Trained defense industry professionals on crafting key messages and memorable sound bytes for new media
* Oversaw simulated exercise that required clients to respond to a crisis using YouTube and Twitter

**NC TraCS Institute, Chapel Hill, N.C.,** Public Relations Intern, September 2013-April 2013

* Evaluated internal and External communications to execute successful transition of social media management to HootSuite platform
* Tracked UNC and other research news to source content for NC TraCS website, Twitter account, and Facebook page

**Office of Senator Richard Burr, Washington, D.C.,** Communications Intern, August 2012 — December 2012

* Researched and compiled state, national, and office news daily press clips for four-month period
* Researched policy issues to draft correspondence in response to constituent mail
* Honed time-management and presentation skills leading daily tours of the U.S. Capitol building

**SKILLS**

WordPress; Facebook Insights; HootSuite; Topsy; Vocus; Cision; Social Radar; Lexis Nexis; Conversational Spanish