

PUBLIC RELATIONS AND EVENT PLANNING ASSISTANT

Highlights

- Journalism student with strong written and verbal communication skills. Motivated self-starter with experience in public relations writing and event planning.
- Summary of Qualifications
- Cooperative team member
- Special events planning
- Multi-media marketing
- Writing and editing skills
- Microsoft Office, Excel, PowerPoint proficiency

Experience

Public Relations and Event Planning Assistant

May 2015 to August 2015 Company Name i¼ City , State

- Wrote press releases and media advisories, prepared information for media kits and maintained company website and social media outlets.
- Managed special events such as tournaments, book signings and parties.
- Coordinated services for events such as entertainment, signage, printing, event security and secured vendors and sponsorships.

Vice President

November 2014 to Current Company Name i¼ City , State

- Manage all social media outlets including Twitter, Instagram and Facebook.
- Create events for professional development within a team of six journalism students.
- Develop strategies for acquiring and maintaining membership.

Coordinator of Internal Marketing

December 2013 to September 2014 City , State

- Managed inbound marketing campaigns to increase brand awareness and generate new business.
- Planned and negotiated media buys, including TV, print and digital.
- Contributed to the planning and execution of an event with more than 8,000 attendees.

Education

Bachelor of Arts : Journalism Public Relations , August 2012 INDIANA UNIVERSITY-PURDUE UNIVERSITY INDIANAPOLIS i¼ City , State Journalism Public Relations

Certificate in Event Management

Skills

book, editing skills, event planning, Event Management, Special events, Journalism, marketing, Excel, Microsoft Office, PowerPoint, Multi-media, press releases, public relations, self-starter, TV, verbal communication skills, website, written