

## QUALIFICATIONS

Communications student with expertise in television production, public relations, and advertising. Background includes meeting and surpassing PR goals by using strategic communication to reach target audiences and working various crew positions in studio and field settings. Proficient in Microsoft Office, Photoshop, Illustrator, Final Cut Pro, Quark, Dreamweaver, social networking, and Spanish.

## EDUCATION

Elon University 2009  
Expected graduation 2009 with BA in Corporate Communications  
Major GPA: 3.63 Cumulative GPA: 3.67

Sussex University 2008  
Completed one semester at Sussex University in Brighton, England.

Boston University 2006  
Completed 32 credit hours in the communication and arts and science fields.

## INTERNSHIP EXPERIENCE

- Open Door Clinic - Burlington, NC** Fall 2007  
\*Produced PSA, designed advertisements and direct mailing piece, built donor lists.  
\*Created media kit, which included fact sheets, backgrounder, and press releases.  
\*Wrote editorials and fundraising letters.
- Yep Roc Records - Haw River, NC** Summer 2007-Summer 2008  
\*Created ad database and developed ad clipping files.  
\*Utilized social network sites to promote webstore content.  
\*Obtained pro-bono ad space for the benefit CD, *The Cake Sale*.
- Elon University Archives - Elon, NC** Summer 2007-Summer 2008  
\*Created and maintained multiple databases for archiving purposes.
- Washington Mutual - Newnan, GA** Fall 2003-Fall 2005  
\*Performed concierge duties, teller transactions, and file maintenance.

## ADDITIONAL EXPERIENCE

- Por un mejor HOY! Spring 2009  
**Leader for Service Trip to Cuernavaca, Mexico**  
\*coordinated trip through HOY!  
\*recruited students to take trip  
\*recorded our volunteer work through writings and vide  
\*adapted to different environments daily
- Elon Student Television Public Relations Fall 2006-Spring 2008  
**Account Executive for "Win Stuff" account**  
\*Liaison between the shows' producers and PR team.  
\*Designed multiple ads (flyers, posters), wrote radio spots and press releases.  
\*Utilized social networking sites for further advertising purposes.  
\*Planned and held events (premiere parties, special tapings).
- Public Relations Student Society of America Fall 2005-present  
Student member of PRSSA. Attended monthly meetings to gain current PR information.  
Attended regional activities to network and take workshops.  
**2008 Bateman Competition**  
\*Organized focus groups and surveys.  
\*Created blog, website, and myspace page.  
\*Produced a compilation CD of local artists.  
\*Coordinated three events to promote message.

<p>“Underground”  <b>PR Director for “Underground”</b>          *Designed different ads, wrote radio spots and press releases.          *Used guerilla marketing techniques to promote show campus-wide.          *Planned and held events (premiere parties).</p>	<p>Fall 2007</p>
<p>Ad Club  <b>Associate Creative for “Rendered” account</b>  <b>Associate Creative for BUTV account</b>  <b>Assistant Associate Creative for the “Bay State” account</b>          *Collaborated with creative team to create logos and advertisements for our clients.          *Used guerilla marketing techniques to promote shows.</p>	<p>Fall 2005- Spring 2006</p>

## TELEVISION EXPERIENCE

<p>“Road Trip”          Elon University student produced travel show depicting weekend getaways around North Carolina for college students.  <b>Producer</b>          *Planned locations, budgets, and production.          *Maintained crew morale during production.          *Assisted camera operations and editing.</p>	<p>Fall 2007-present</p>
<p>“BU Tonight”          Boston University student produced in-studio late night comedy talk show.  <b>Crew Member</b>          *Assisted with lighting, props, audio, and camera operations.          *Operated VTR.          *Floor manager for two shows.</p>	<p>Fall 2005-Spring 2006</p>
<p>“Preheat 350”          Elon University student produced on location cooking show.  <b>Crew Member</b>          *Assisted with lighting and camera operations.          *Worked mainly with editing.</p>	<p>Spring 2008-present</p>
<p>“Underground”          Elon University student produced on location drama.  <b>Writer</b>          *Worked with a team to come up with a fresh script once a month.</p>	<p>Fall 2007-Spring 2008</p>
<p>“Unusual People”/“Quick Fixers”          Elon University student produced in-studio news show.  <b>Producer</b>          *Delegated pieces.          *Wrote script.          *Worked closely with director to create artistic vision of the show.</p>	<p>Spring 2007</p>
<p>“Etc.”          Elon University student produced on location variety show.  <b>Assistant Producer</b>          *Helped developed sketches in production meetings.          *Wrote and filmed sketches.</p>	<p>Fall 2006-Spring 2007</p>

## ACTIVITIES

<p><b>WSOE DJ</b>          Entertained the masses by playing great music and providing insightful commentary.</p>	<p>Fall 2007-present</p>
<p><b>Epsilon Sigma Alpha</b>          Provided service to the community through various non-profit organizations, such as Loaves &amp; Fishes, Boys &amp; Girls Club, and Kopper Top, and raised money for St. Jude’s through numerous fundraisers.</p>	<p>Fall 2007-present</p>