

## NAME

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Address □ City, ST Zip  
Phone □ Email

## EDUCATION

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**St. John Fisher College**, Rochester, NY Anticipated May 2017  
**Bachelor of Arts, Media and Communication**  
Concentration in **Advertising**  
GPA 3.46

## RELATED EXPERIENCE

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**Buck & Pulleyn**, Rochester, NY Spring 2016  
**Intern, Copy Writing**

- Sourced images and drafted copy for print advertisements targeted to the younger population.
- Started blog for company, as well as enhanced PowerPoint presentations on various advertising portfolios utilizing special effects and graphics.
- Collaborated in brainstorming sessions for a major client.

**Rochester People Magazine**, Rochester, NY Summers 2014 & 2015  
**Advertising Assistant**

- Wrote prospectus and sold advertising lots for student-run magazine with a 15,000 distribution rate in the Greater Rochester Area.
- Sourced retail distribution sites including Wegmans, local colleges, targeted neighborhoods and radio stations.

**St. John Fisher College**, Rochester, NY Fall 2014 – Spring 2015  
**Communication Department Work Study**

- Assisted Communication/Journalism department professors in preparing materials for classes, tests and programs as needed.

## WORK HISTORY

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**Sinbad's Mediterranean**, Rochester, NY Spring 2014 – Present  
**Server**

- Provide excellent customer service in a fast paced, high volume restaurant ensuring customer satisfaction at all times.
- Assisted manager in re-design of menu and marketing advertisements.

**White Bridge Lodge**, Traverse City, MI Summers 2013 & 2014  
**Instructor**

- Taught wake boarding, waterskiing and sailing to guests with diverse skill levels and ages.
- Started weekly class for lodge guests, ages 13-18

## COMPUTER

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Photoshop, Quark, Excel, Word, PowerPoint, Access, Publisher, TopPage, Blogging, Twitter, LinkedIn

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## **HIGHLIGHTS**

Energetic and persistent. Recognized for excellent verbal and written communication skills. Demonstrated poise and interpersonal skills. Experience includes:

- Formatting and editing radio and television commercials
- Programming mock television and radio stations
- Performing on camera live and studio interviews
- Writing and editing news stories for broadcast media

## **EDUCATION**

ST. JOHN FISHER COLLEGE, Rochester, NY

**Bachelor of Arts, Media and Communication**

December 2016

Minor: **General Business**

Dean's List – 3 semesters

## **RELATED EXPERIENCE**

WXXI BROADCASTING, Rochester, NY

August 2014-Present

**Promotions Executive** (January 2015 to Present)

- Work with Talent on site to establish ISDN lines for live broadcasts outside of the studio
- Create displays and work with onsite location hosts to ensure smooth operations
- Work fan base at special events; distribute prizes and novelties

**Production Intern** (August 2014 to December 2014)

- Selected through competitive process for a four month, comprehensive internship
- Trained in formatting and editing radio commercials, planning promotional events, working with guests, collaborating closely with other professionals and working with broadcast equipment.

MONROE PERIODICALS, Monroe, NY

June-August 2015

**Promotions Representative**

- Developed relationships with receivers and managers in retail locations to distribute and display newspaper and magazines

CARDINAL TV (CTV) CLUB AT ST. JOHN FISHER, Rochester, NY

2014-2015

**Member**

- Wrote and edited relevant news stories for content for the TV station
- Sourced funds and developed student interest in the club through continuous marketing efforts
- Invited alumni with TV expertise to speak at club meetings and share valuable experience

## **ACTIVITIES**

ST. JOHN FISHER VARSITY BASEBALL TEAM, **Member**

2015-Present

SPOT CAFÉ, **Performer**

2014

- Invited to perform stand-up comedy, adjusting routine based on audience response.

## Name

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- EDUCATION**     **St. John Fisher College, Rochester, NY**     Anticipated May 2017  
Bachelor of Arts in Media and Communication     GPA 3.45  
Concentration: Print Journalism, Minor: International Relations  
St. John Fisher College First Generation Scholar
- RELATED EXPERIENCE**     **St. John Fisher College, Rochester, NY**     Spring 2015-Present  
**Cardinal Courier Features Writer**
- Research current topics, interview sources and write feature articles for the bi-weekly, award winning college paper
  - Collaboratively work with team to design and lay out pages
  - Plan themes and topics, assign stories, put together news and feature packages
- St. John Fisher College, Rochester, NY**     Spring 2015-Present  
**PRIMA Member**
- Worked in an agency like environment while collaborating with group members to plan and create events from start to finish
  - Solicit donations from businesses to support a fundraising event for a Rochester non-profit organization
  - Update social media with new donor information to promote the event and donor organizations
  - Research and collect information about various business' backgrounds to create a donor prospect list
- WORK EXPERIENCE**     **St. John Fisher College, Rochester, NY**     Fall 2014-Present  
**Career Center Assistant**
- Provide quality administrative assistance to students, faculty, staff and recruiters in a service driven environment
  - Oversee updating of all printed and website materials
  - Create posters, flyers and PP ads for newspaper and TV of current career center events as well as manage campus bulletin boards
  - Post job openings onto website daily, utilizing Access
- Ruby Tuesday, Penfield, NY**     Spring 2013-Present  
**Assistant Manager**
- Supervise and train six employees to the high standards of a popular restaurant
  - Ensure excellent customer service through efficient, well organized system of food service and delivery
  - Handle customer concerns tactfully with focus on loyal patronage
- ACTIVITIES**     Peer Advisor, Great Beginnings Ambassador, Teddi Dance for Love Committee Member, Synchronized Figure Skating
- COMPUTER**     Excel, Word, PowerPoint, Publisher