**EDUCATION**

*Longwood University*

BA—Communication Studies with a concentration in strategic organizational communications and public relations

Graduated May 2011

**OBJECTIVE**: To acquire an entry-level management position in which I apply my communication skills and work experience to both benefit and benefit from an expanding company.

**RELEVANT COURSE WORK**

**Applied Organizational Communications Longwood University**

***ADIRONDACK AGENCY TEAM LEADER* Fall 2009**

* Conducted an internal communication audit for the Office of Student Success at Longwood University
* Negotiated audit scope, process and confidentiality agreement with client
* Prepared a formal written report and presentation which highlighted strengths, noted areas of weakness and pitched ideas for improvement on integrating the department to strengthen its overall effectiveness

**Organizational Communications Longwood University**

***SUPERIOR RELFECTIONS PR CONSULTANTS TEAM LEADER* Spring 2010**

* Co lead a team of students through a semester long event planning project in which we worked directly with our local SPCA to plan an event specific to their needs
* Accurately identified target audience for the event that acquired monetary and donation items
* Created a event planning report for the SPCA so that they could hold the event again in the future
* Gained experience in composing press releases for local radio stations and acquired experience in interviewing live on a radio station and promoting our event

**Persuasion Communications Longwood University**

***PERSUASIVE CAMPAIGN AND MOVEMENT PROJECT*  Spring 2010**

* Created a campus wide campaign, *The Many Faces of Sexually Transmitted Diseases and Infections* to help raise awareness of STD’s
* Researched the dynamics of a target audience and implemented appropriate persuasive techniques
* Designed an advertisement, informational pamphlet, public service announcement and implemented a plan to assess awareness

**EXPERIENCE**

**Longwood University’s Office of Alumni Relations Farmville, VA**

 ***ALUMNI RELATIONS INTERN* January 2011-May 2011**

* Utilized interpersonal communication and public relation skills in working with university officials and alumni to organize, plan and manage two of the universities reunions held in the spring

**Julie’s Outdoor Enhancement & Design Inc. Kitty Hawk, NC**

***PERSONAL ASSISTANT/PR COORDINATOR* Summer 2009, 2010 and Current**

* Experience working as a professional personal assistant to a small business landscaping owner who serviced 1,000 plus homes in the Outer Banks
* Served as a PR coordinator by contacting customers daily via email, phones and in person for promotions
* Collaborated ideas to integrate clients into the company and developed plans for promotions for holidays
* Became familiar with *Microsoft Outlook* and *QuickBooks* Software—taught other office workers how to personalize mass emails for a better return rate and to effectively provide customers with a personal connection with the business

**Alpha Sigma Alpha Sorority Longwood University**

***VP OF PUBLIC RELATIONS AND RECRUITMENT* Spring 2010-Fall 2010**

* Organized a formal recruitment to integrate new members into our organization and was one of the elite organizations to not only reach quota on a University level but also a National level
* Communicated regularly with nationals, university officials and alumni members in recruitment
* Held workshops for members on how to effectively recruit and present themselves when marketing themselves during recruitment