**ROCKY ROAD**

12345 South Reggie Avenue, Normal IL 61761 **•** (000) 000-0000 **•** 123@xyz.com

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| **EDUCATION** |  |
| Illinois State University | Normal IL |
| **Bachelor of Science, Public Relations Minor: English** | May 2012 |
| Cumulative GPA 3.5/4.0, Dean’s List: Four semesters |  |
| **PRE-PROFESSIONAL EXPERIENCE** |  |
| After School Program, Thomas Metcalf School, Illinois State University | Normal IL |
| **Public Relations Intern** | Spring 2012 |

* Developed and executed marketing plan including website, brochures, and fliers
* Worked independently to complete all projects in a timely manor
* Publicized monthly newsletter for clients
* Arranged summer program field trip logistics; coordinated overnight events and activities
* Maintained relationships with supervisors and clients

WZND Radio, Illinois State University Normal IL

**Public Relations Volunteer** Fall 2010

* Edited and researched news releases; conducted interviews
* Collaborated with staff on planning promotion events
* Worked directly with public relations department; observed business activities

**Related Coursework**

Senior Public Relations Seminar, Post-it Advertising Campaign Spring 2012

* Developed media plan and managed budget for campaign
* Demonstrated effective skills in persuasion
* Measured expected outcome of campaign
* Conducted surveys and analyzed results for research

**LEADERSHIP AND WORK EXPERIENCE**

Public Relations Student Society of America at Illinois State University Normal IL

**Treasurer** August 2011 – May 2012

* Managed $2,000 annual budget, including accounts receivable/payable; reported financial status monthly

Martin J. & Sons Cleaners Normal IL

**Lead Customer Service Representative** June 2009 – Present

* Promoted to current position from entry-level customer service representative role within three months of hire
* Frequently serve as store supervisor in manager’s absence
* Train new employees in day-to-day operations
* Complete store opening and closing procedures
* Resolve customers’ complaints effectively and efficiently
* Provide excellent customer service by phone and in person

ISULeads Leadership Certificate Program, Illinois State University Normal IL

**Graduate** May 2012

* Developed leadership skills in the areas of civic engagement and global perspectives

**VOLUNTEER EXPERIENCE**

Public Action to Deliver Shelter (PADS Homeless Shelter) Bloomington IL

**Volunteer Kitchen Worker** September 2010 – Present