

Public Relations Resume Sample



Mary Almond

(978) 337-1038 | malmond@bu.edu | www.linkedin.com/in/maryalmond | www.maryalmond.com

Education

Boston University College of Communication

Boston, MA

Bachelor of Science, Public Relations

Expected Dec 2023

Relevant Coursework: Corporate Public Affairs, PR for Nonprofit, Media Writing

Activities: Public Relations Students Society of America

Public Relations Experience

International Institute of New England

Boston, MA

Social Media Intern

May 2021 - Present

- Created and edited weekly press releases, social media posts, and blog entries for initiatives focused on increasing literacy among immigrants

PR Lab at Boston University

Boston, MA

Account Executive Client: Partners for Youth with Disabilities

Jan 2020 - May 2020

- Wrote financial and creative material, and develop graphics with Adobe InDesign for nonprofit’s annual report
- Created and edit press releases, blog entries, and media advisories for fundraising campaign
- Coordinated social media calendar through Hootsuite and created original posts for Facebook, Instagram, and Twitter

Boston University Undergraduate Admissions

Boston, MA

Marketing and Communications Intern

Sep 2019 - May 2020

- Drafted press releases, media advisories, and pitch emails focused on increasing student engagement and awareness
- Integrated social media calendar for institution’s Instagram and Facebook accounts and coordinated media monitoring efforts resulting in a 20% increase in content engagement

Events Committee Chair

Sep 2018 - May 2019

- Planned and organized school-wide event attended by 500+ people while coordinating a group of four peers
- Composed advertising and PR material, and publicized the event by revitalizing school’s social media handles, resulting in 45% attendance increment

Tour Guide

Sep 2018 - May 2019

- Pitched the value of going to Boston University and answer questions from prospective students and their families to increase enrollment

Additional Experience

Boston University College of Communication

Boston, MA

Teaching Assistant for COM101

Sep 2020 - Present

- Lead weekly discussions related to introductory communication topics
- Advise 25 first-year students and examined competencies through weekly tests, assignments, and projects

Skills

Computer and Research Skills: Canva, Qualtrics, and basic knowledge of Adobe Photoshop and InDesign

Certifications: PR Council’s: Agency Ready Certification

Language Skills: Bilingual: English (fluent), Spanish (Fluent)

Advertising Resume Sample

YAMIKO WONG

445-345-6154 | yamikowong@bu.edu | Boston, MA | [Linkedin.com/in/YamikoWong](https://www.linkedin.com/in/YamikoWong)

EDUCATION

Boston University, College of Communication

Bachelor of Science in Advertising

Boston, MA

May 2021

Awards: Posse Foundation (Full-Tuition Scholarship)

Activities: Guerrilla Marketing Society, Her Campus, AdClub

RELEVANT EXPERIENCE

Aerie Brand Ambassador

Boston, MA

Youth Marketing Connection

Jan 2021 - Present

- Drive customer engagement with the brand through weekly social media content and promotional events
- Lead on-campus events and outreach efforts to increase brand and product awareness
- Partner with on-campus influencers to amplify brand efforts and share product and marketing feedback with the ambassador team

Boston University AdLab

Boston, MA

Account Executive

Jan 2019 - Present

- Conducted surveys and focus groups, to create an in-depth competitor reports for the creative teams to use to create campaigns
- Monitor work progress through weekly call and status reports
- Designed and distributed multiple online surveys targeting both loyal and potential customers' drinking behaviors on Facebook
- Coordinate meetings to present campaign requirements, pitches, and costs to clients

AdClub

Boston, MA

Art Director

Sep 2019 - May 2020

- Created design of three campaigns and created artwork/layout development
- Executed direct-mail and opt-in campaigns securing response rates of up to 15%

ADDITIONAL EXPERIENCE

WTBU Radio

Boston, MA

Studio Director

Jan 2019 - Present

- Reach out to local bands and musicians such as Mint Green to schedule them for live studio performances
- Supervise the technical set-up for weekly live shows
- Upload in-studio sessions to station Facebook, Twitter, and Instagram
- Schedule meetings, events, and programs with a monthly listenership of 500,000+ people
- Coach DJs on how to use studio equipment and provide any needed assistance during sessions

SKILLS

Computer Skills: Adobe Photoshop, Adobe InDesign, and iMovie

Journalism Resume Sample

Ollie Smith

(917) 268-4438 | olliesmith@gmail.com | linkedin.com/in/olliesmith

EDUCATION

Boston University College of Communication - Boston, MA Expected May 2023
Bachelor of Science in Journalism GPA 3.74
Activities: BUTV10, Colorguard, Inner Strength Gospel Choir, Wandering Minds Theater, and WTBU News

JOURNALISM EXPERIENCE

Wicked Local Media Solutions – Belmont, MA (Remote) Jan 2021 – Present
News Correspondent

- Pitch and write news stories on food insecurity and philanthropy for the Belmont Citizen-Herald and the Watertown Tab
- Crowdfund, schedule, and conduct remote interviews with sources from Greater Boston

BUTV10 – Boston, MA Feb 2020 – Present
Producer Jan 2021 – Present
International News Anchor and Tech Crew Member Sept 2020 – Dec 2020
Local News Anchor Feb 2020 – March 2020

- Develop digital newsroom for seven remote reporters and edit their stories before social media distribution
- Write and record 90-second news stories about global events once a week
- Operate cameras, recording equipment, teleprompter, and b-roll footage once a week

WTBU News Radio – Boston, MA May 2020 – Present
Entertainment News Editor Sep 2020 – Present

- Proofread and revise up to 14 entertainment news stories per week
- Host weekly 10-minute discussions live on the air about stories chosen by listeners through Twitter polls
- Adjust sound quality of audio from remote reporters and combine audio into 14-minute segments for shows twice a week

Podcast Producer and National News Correspondent Jun 2020 – Dec 2020

- Edited 29 weekly podcast episodes on Adobe Audition over seven months
- Wrote 34 one-minute national news stories for weekly podcast episodes over nine months
- Co-wrote and edited audio for three-part series on healthcare during the coronavirus pandemic through GarageBand

VOX AUS – Austin, TX May 2021 – Aug 2021
Staff Writer

- Published news articles and op-ed pieces with a monthly circulation of 50,000+ readers
- Developed article page designs and political cartoons for monthly issues
- Organized annual workshops to train staff members in journalistic writing and communication skills

Boston University: Wandering Minds Theatre – Boston, MA Jan 2020 – Oct 2020
Tech Member

- Co-edited a 58-minute podcast of Orson Welles' *War of the Worlds* performed by undergraduate students
- Organized sound effects through CueLab to play during live Zoom performance of show

SKILLS

Computer Skills: Microsoft Office (Word, Excel, PowerPoint), Google Drive, Social Media (Facebook, Snapchat, Twitter, WordPress), Aggregators (Anchor.fm, Buffer, SoundCloud), Adobe (Premiere Pro, Audition), GarageBand, Audacity

 Undergraduate Film and TV Sample

GEORGE LYNN

(617)-888-7596 | GLynn@gmail.com | linkedin.com/in/ GLynn | www.wix.GLynn.com

 Education

Boston University College of Communication

Bachelor of Science in Film and Television

Boston, MA

May 2022

 Relevant Experience

America's Test Kitchen, Boston, MA

May 2021 - Present

TV/ Video/ Podcast Intern

- Produce interview segment for children's podcast *Mystery Recipe*, and was the first intern to be featured in their credits
- Pitched stories, fact checked and audio transcribed, for the show's podcast *Proof*
- Conduct quality control for all episodes and videos posted to website, YouTube, and Facebook

BUTV10, Boston, MA

Sep 2019 - Present

Crew on Pop Showdown, pop culture trivia game show

- Operated studio equipment including camera, soundboard, and lights
- Liaised between crew members, writers, and contestants during production process to maximize performance and productivity
- Recruited and trained three other students on how to create schedules, instituted weekly schedule upload deadlines.

Redlist, Boston University, Boston, MA

Sep 2019 - Present

Member

- Led a team of four students in writing, directing, and producing a short film in 48 hours to be presented to a panel of judges which won best cinematography out of eight other films
- Manage camera, lighting, and sound responsibilities for three student films

Theatre groups, BU On Broadway and Stage Troupe, Boston, MA

Sept 2018 - April 2019

Producer

Jan 2019 - Apr 2019

Tech Crew

Sep 2018 - Dec 2018

- Designed and organized promotional material for virtual production
- Shot promotional video and planned advertising for production of *Annie*
- Designed logos and managed Instagram account to advertise production of *Little Women*

 Relevant Projects

Storytelling (FT310), Boston University, Boston, MA

Sep 2020 - Dec 2020

Producer

- Wrote and workshopped three short screenplays using Final Draft 11

TV Studio Production (FT507), Boston University, Boston, MA

Sep 2020 - Dec 2020

Crew

- Directed a live studio interview, managing a crew of 16 people to cut a 3-minute segment
- Booked and produced interview with Jen Malone, the music supervisor of HBO's "Euphoria"

 Skills

Adobe Creative Suite: Premiere Pro, Photoshop, Illustrator, Xd, In Design, Lightroom, Audition

Additional Skills: Coverage, Avid, Google Suite, Microsoft Suite

 Additional Film and TV Resume Sample

Kenny Osisek

(123)-888-7596 | KennyOsisek@gmail.com | linkedin.com/in/KennyOsisek | www.KennyOsisek.com

Education

Boston University College of Communication <i>M.F.A. in Film and Television Production (GPA: 3.7)</i>	Boston, MA 05/2020
Northeastern University <i>B.A in Cinema Studies and Communication (GPA: 3.9)</i> Minors: Studio Art, Media Production	Boston, MA 05/2016

Key Productions

“THE MAD WHALE” (FEATURE) **Co-Director** | (In Post-Production)

- **Log Line:** Patients in a 19th century womens’ insane asylum perform a play of *Moby Dick*
- Rabbit Bandini Productions, starring James Franco, Camilla Belle, and Summer Pheonix

“WHEN PIGS FLY” (SHORT) **Director, Storyboard Artist, Editor, Writer** | (bit.ly/whenpigsflyfilm)

- **Log Line:** A drunk uncle tries to comfort his niece, telling her a story from when he was a boy and magic was still very real for him
- USC, starring Glenn Howerton (*It’s Always Sunny in Philadelphia*)

“11-MINUTE MILE” (SHORT) **Writer, Director, Storyboard Artist** | 05/2020

- Licensed by PBS’ Film School Shorts to be broadcast nationally in May 2020

Relevant Experience

Headspace <i>Content Coordinator</i>	Boston, MA 09/2019 - 12/2019
<ul style="list-style-type: none"> • Shoot, light, and edit content for online channels • Collaborate with directors to better define important beats of the story or message and how it relates to the Headspace Brand 	

Funny or Die <i>Gifted Youth Intern</i>	Boston, MA 01/2018 - 2018
<ul style="list-style-type: none"> • Performed research for the producers of Funny or Die’s non-branded content • Generated online videos with other interns for Funny Or Die website 	

Marvel Comics <i>X-Men Office Editorial Intern</i>	Boston, MA 09/2017 - 12/2017
<ul style="list-style-type: none"> • Provided valuable feedback pertaining to story concepts, panel compositions, and character development • Wrote story recaps, maintaining relevant continuity throughout story arcs • Gathered reference material to ensure character details remained consistent • Evaluated caption/script positions for print 	

Technical Skills

SOFTWARE: Final Cut Pro, Avid Media Composer, Adobe Creative Cloud, DaVinci Resolve, REDcine-X
CAMERA: Canon (5D, C300, C500,) RED (Epic, Scarlet, RedOne,) SONY F55 and F65, Black Magic Cinema