

Mandie R. Daniels

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Permanent Address
123 Front Street
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OBJECTIVE

Obtain and excel in a challenging strategic communications position offering opportunities for advancement.

EDUCATION

Elon University, Elon, North Carolina
Bachelor of Arts
Major: Communications - Broadcast and Corporate emphases
Minor: Business Administration

GPA: 3.58 / 4.0
Graduation Date: January 2010

St. Andrews University, St. Andrews, Scotland, full semester of course work abroad

September 2007-January 2008

PROFESSIONAL EXPERIENCE

Elon University Office of Admissions, Elon, North Carolina
Assistant to the Senior Associate Director of Admissions

January 2008-Present

- Evaluate applications and administer admission decisions based on the values and standards of Elon University.
- Conduct individual interviews and host on-campus informational sessions with prospective students and their families in order to counsel and assist them in their college search.
- Assist with the implementation of Admissions events.

Fleishman-Hillard, Raleigh-Durham, North Carolina
Public Relations

March 2007-August 2007

- Assisted in generating a directed message towards a targeted group of consumers for a leading shoe manufacturer, beverage company, regional bank, and multiple pharmaceutical organizations.
- Wrote proposals, press releases, media information sheets, and worked with multiple local, regional, and national media outlets on a day-to-day basis. Received multiple media placements which reached millions of consumers via the internet.
- Developed and implemented national radio mention for trade programs, promotions, and generated media awareness in order to develop brand awareness for a new shoe line which was endorsed by a premier NASCAR driver.

Euro RSCG Impact, Atlanta, Georgia
Project Management

June 2006-September 2006

- Assisted in researching, developing, and managing national promotional tours for top Fortune 500 companies.

Consumer Analysis

- Developed extensive surveys to analyze and compare cell phone provider's customer service methods with their own standards, and those of their competitors.
- After collecting surveys through four different mediums and eight U.S. markets, analyzed and compiled the data into a presentation for the cell phone provider. Research and presentation earned future business with client.

Field Experience

- Aquafina—Pure Luck Promotion; Traveled the country, as part of a five member spotter team, rewarding consumers with cash. Worked in conjunction with project managers, Pepsi representatives, and a fourteen member blimp crew.

LEADERSHIP AND ACTIVITIES

Communications Fellow, Communications Honors Program

Communications Student Advisory Board, Advisory Board Member

- Appointed to serve as a liaison between the students and the dean of the School of Communications.

Sigma Chi Fraternity, President, Social Chairman, Inter-fraternity Council Representative

Elon Student Television, 2006-2008; Video Crew, Editing Crew, Phoenix 14 News, Phoenix Sports

Student Government Association, 2007-2008; Residence Life Representative

New Student Orientation, fall 2007; Orientation Leader

SKILLS AND ABILITIES

Personal Skills: Earnest motivation to learn, excellent project management, and leadership abilities; Strong written and oral communication skills; Solid and dedicated team player; Personable and outgoing

Editing Programs: Final Cut Pro, Media 100, iMovie

Product Knowledge: Microsoft Word, Excel, Access, PowerPoint, Publisher, FrontPage; Adobe Photoshop, Illustrator; Quark Express; Corel Draw, Photo Paint, WordPerfect; Datatel

Emma Farley

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Permanent Address
123 Front Street
Hagerstown, MD 21742

EDUCATION

Elon University - Elon, North Carolina
Major: Corporate Communications

Graduation: May 2010
Bachelor of Arts

INTERNSHIP EXPERIENCE

Ketchum Public Relations – Washington, D.C. Office **June 2008 – August 2008**

Social Marketing/Corporate Practice Intern

Client work: U.S. Department of Health and Human Services Rescue and
Restore Program

Center for Medicare and Medicaid Services (Prevention Bus Tour)

Best Buy/Geek Squad

JCPenny

Regular tasks: Media list development

Media pitching

Client media reports and analyses, external and internal

Client DMA briefs and profiles

Comprehensive creative materials development, distribution

Washington D.C. Intern Project: “DC Office Goes Green”

Project Coordinator

Comprehensive environmental plan for D.C. office

Graphic and logo development

Office-wide presentation logistics

Ketchum Headliner Award: August 2007 recipient

Ketchum SEIS – Madrid, Spain Office

January 2007

Corporate Practice Intern

Client work: IKEA Spain

Electrabel

Korean Pavilion – Expo Zaragoza 2008

ING Direct

Egyptian Ministry of Tourism

Regular tasks: English-speaking media contact

English press and client materials development

Speech-writing and PowerPoint development

PROFESSIONAL EXPERIENCE

Elon University Admissions University Guide

July 2006 – present

First-year Summer Experiences Coordinator

January 2006 – July 2006

- Planning and coordinating summer trips for incoming freshmen

- Budgeting and marketing tasks

- Brochure design, Web site maintenance

J.Crew Sales Associate, Hagerstown MD

May 2005 – January 2007

LEADERSHIP EXPERIENCE

Leadership Fellow

April 2005 - present

Isabella Cannon Leadership Program

September 2005 - present

Phoenix Phanatics, Vice President

February 2006 – present

New Student Orientation, Orientation Leader

March 2006 – present

Elon Student Sustainability Council

January 2008 – present

“DC Goes Green” Intern Project Coordinator

June 2007 – August 2007

Fellows Advisory Committee

January 2007 – May 2007

Faculty Athletics Committee

January 2007 – May 2007

SKILLS

PROGRAMS: Microsoft Word, PowerPoint and Excel; Adobe Photoshop and Illustrator; Dreamweaver; Final Cut Pro; iDVD, iMovie and iPhoto

COURSES COMPLETED: Introduction to Communications, Digital Media Convergence, Media Writing, Professional

Speaking and Rhetoric, Communications Research, Public Relations and Corporate Citizenship, Strategic Writing and Presentation, Media Law and Ethics

TRAVEL EXPERIENCE

Umbra Institute

Location: Perugia, Italy

August – December 2007

Courses completed: Italian 101

Creative Writing

Italian Food and Culture

International Marketing

Global Business Comparatives

References available upon request