***** Strategic Communications Resume Example *****

Norah Accardi

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EDUCATION

Elon University, Elon, NC — May 2019
Bachelor of Arts in **Strategic Communications** — GPA: 3.7
Honors: Odyssey-Watson Scholar, Deans List, Communications Fellow

Riverside High School, Durham, NC — May 2015
Honors Graduate — GPA: 3.8

RELEVANT CLASS PROJECTS

Digital Media Convergence Course – Elon University — Spring 2016

- Utilized Photoshop to create promotional ad for mock client in the food industry
- Created photo essay utilizing Final Cut Pro
- Developed professional online website showcasing audio, video and design work

Media Writing Course – Elon University — Fall 2015

- Researched topics, conducted interviews and wrote hard news and feature stories
- Wrote press releases and scripts for broadcast
- Created and maintained blog focused on college related issues such as mental health and physical health, adjusting to college life and school/life balance

SKILLS

Media: Photoshop, InDesign, Illustrator, Final Cut Pro, WordPress, Facebook, Twitter
Computer: Microsoft Word, Excel, and PowerPoint
Languages: Spanish (Intermediate Level)

LEADERSHIP

Public Relations Student Society of America (PRSSA), Elon University — Fall 2015-Present
Marketing Committee Chair

- Collaborate with other leadership to create marketing concepts and strategies for events and conferences
- Created successful Facebook fan page marketing strategy garnering over 200 “fans” and increasing annual conference attendance by 25%
- Create posters and produce videos promoting upcoming events

WORK EXPERIENCE

Multicultural Affairs, Elon University — Fall 2015-Present
Student Worker

- Created and maintain Multicultural Center Facebook page informing “friends” of upcoming events, relevant issues facing diverse student populations and career development events
- Assist in the planning and facilitation of events such as the Black Alumni Network Meet & Greet, Multicultural Center Professional Development Series and holiday parties
- Provide information to office visitors, answer phones, and perform various administrative duties