

ANITA GARCIA

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EDUCATION

Bachelor of Arts in Strategic Communications

Elon University – Elon, NC

May 2021

GPA: 3.7

Honors: School of Communications Fellowship – Highly competitive four-year leadership and professional development program awarded to students in high academic standing and showing promise in becoming leaders in the field of communications

Relevant Coursework: Public Speaking, Creating Multimedia Content, Strategic Writing, Corporate Publishing, Strategic Research Methods, Strategic Campaigns

RELEVANT EXPERIENCE

Strategy Intern (remote)

New York, NY

Publicis

May 2020 – July 2020

- Completed an in-depth analysis of brand reactions to COVID-19 including shifts in advertising strategy, positioning, and new product offerings; presented report to top agency vice presidents and key clients to help inform marketing shifts
- Conducted research to develop a creative recommendation for a Walmart referral program, from briefing through presenting to key clients
- Utilized MOAT, Facebook Ad Library, Numerator, iSpot.tv and social platforms to pull creative, analyze performance data, and identify trends for competitive analyses
- Assisted in developing and presenting POVs on brand and category-specific client asks
- Effectively managed time in remote work environment to support clients in varying time zones
- Utilized video conferencing, chat platforms, shared documents, and instant messaging to successfully collaborate with others on the remote team

Music Central Intern

New York, NY

WME, William Morris Endeavor

June 2019 – August 2019

- Supported Music Department and agents in various genres, including EDM, Urban, Pop, and Symphonies
- Created numerous artist tour routing sheets and databases for agents across the New York office, which were used to route and book national and international tours
- Represented the agency at various events across the NYC metro area, supporting talent and promoter representatives

Public Relations Chair

Elon University

Student Union Board (SUB)

August 2018 – May 2019

- Maintained online calendar, website and social media accounts
- Created and promoted weekly events attended by over 200 community members
- Designed and published social media content increasing followership by 25% on Facebook and 150% on Instagram

SKILLS

Adobe Photoshop, Illustrator, Premiere, After Effects; HTML, CSS; Canva; Hootsuite; Zoom; GoToMeeting; SharePoint; GoToWebinar; Dropbox; WebEX; Microsoft Word, Excel, PowerPoint