

COMMUNICATIONS, MEDIA, MARKETING, SALES

Resume Examples

This packet includes sample resumes for the **COMMUNICATIONS, MEDIA, MARKETING, SALES** Career Community. These are examples of good practices in resume writing, demonstrating that you have choices you can make with formatting and style. We intentionally did not provide an example for every major or job type.



CHRISTOPHER RAM

42 Wallaby Way, Blue Bell, PA – 345-655-5567 – ramtheradioman@gmail.com

EDUCATION

Bachelor of Arts in Communication Studies

West Chester University of Pennsylvania, West Chester, PA • May 2016

Related Coursework:

Communicating on Television and Radio	Writing for Broadcast and Public Relations
Introduction to Video Production and Editing	Advanced Video Production
Communication and Advertising	Communication and Leadership

BROADCASTING EXPERIENCE

Jr Video Producer • 88.5 WXPB • Greater Philadelphia Area • June 2016 – present

- Shoot and edit event videos and interviews with show guests for website content.
- Create promotional commercials for sponsors and clients of station.
- Produce content for Comcast, ABC6, and WXPB websites.
- Photographer for on-air guests and promotional events.

Promotions Intern • 88.5 WXPB • Greater Philadelphia Area • January 2016 – May 2016

- Built informational sheets on upcoming guests for radio personality review.
- Assisted in generating and managing social media accounts (Facebook & Twitter).
- Executed elevated hospitality for both show guests and in-studio listeners.

Production Assistant • Glass Entertainment Group • Blue Bell, PA • May 2015 – August 2015

- Assisted with the production and post-production of reality television programs.
- Transcribed episodes in preparation to air on various networks.

Host • 91.7 WCUR The Curve • West Chester, PA • September 2014 – May 2016

- Co-hosted popular weekly music and talk format radio show for WCU campus community.

ADDITIONAL WORK EXPERIENCE

Lead Server • Iron Hill Brewery & Restaurant • West Chester, PA • October 2013 – May 2015

- Promoted to lead server position within 3 months of starting at restaurant.
- Supervised up to 5 servers and resolved any customer issues that servers were unable to handle.

CAMPUS INVOLVEMENT

WCU Division II Football • September 2012 - May 2016

Lambda Pi Eta (Gamma Tau) National Honors Society for Communication Studies • Inducted 2014

CAMERON WEST



484.555.5555



cameron.westchest@gmail.com



linkedin.com/in/cwest

PROFESSIONAL EXPERIENCE

Philadelphia Magazine, Philadelphia, PA

Editorial Internship, Summer 2016

- Edited over 60 articles to publish on *Philadelphia Magazine's* website and blogs
- Wrote and updated content of weekly newsletters, focusing on fashion and style trends
- Participated in meetings and brainstorming discussions for upcoming issues
- Observed the publishing process from start to finish for a top-rated magazine

Girls Scouts of Eastern Pennsylvania, Philadelphia, PA

Development Intern, Fall 2015

- Assisted with copy editing of proposals and reports
- Researched potential donors in local area
- Provided support in sending mailings and invitations
- Helped with maintaining database records

The Serpentine, West Chester, PA

Yearbook Committee Member, Fall 2014-Spring 2016

- Collaborated with a team of four to produce the annual yearbook
- Created and edited yearbook spreads utilizing Adobe
- Wrote articles focusing on student involvement throughout campus

ADDITIONAL EXPERIENCE

Bertucci's Brick Oven Pizzeria, Glen Mills, PA

Hostess, July 2013-Present

- Provide friendly, welcoming service and ensure customers have an enjoyable experience
- Contribute to a successful team environment by assisting staff during peak dining hours

Ocean City Beach Patrol, Ocean City, NJ

Lifeguard, May-August 2014

- Ensured safety of swimmers and beach goers
- Provided assistance to families to maintain a welcoming environment

EDUCATION

West Chester University of Pennsylvania,

May 2017 | West Chester, PA

Bachelor of Arts in English: Writing Track

Minor in Journalism

- GPA: 3.20, Major GPA: 3.47

American Institute for Foreign Study

Fall 2014 | Florence, Italy

Semester Abroad

- Participated in home-stay and immersed self in Italian language and culture

COURSEWORK HIGHLIGHTS

News Editing

Feature and Magazine Writing

Ethical Issues in Mass Media

Public Affairs Reporting

Composing Cyberspace

Literary Editing and Publishing

SKILLS

- Adobe: Creative Suite, Digital Publishing Suite and Dreamweaver
- Microsoft: Word, Excel, PowerPoint and Publisher
- Basic conversational ability in Italian
- Creative mind with the ability to adapt to changing demands
- Demonstrated strengths in leadership, team work, and attention to detail

COMMUNITY SERVICE

Green Dot Bystander Training, Fall 2014

Philadelphia Marathon, 2013, 2014

Blue Cross Broad Street Run, 2013, 2014, 2015

MLK Day of Service, 2013, 2014

km56843@wcupa.edu
555-666-7777
linkedin.com/kmarketer

Kevin Marketer

EDUCATION

- West Chester University of Pennsylvania, May 2017 • West Chester, PA
Bachelor of Science in Marketing • AACSB Accredited program
- GPA: 3.8
 - Dean's List: Six consecutive semesters

SUMMARY OF CORE STRENGTHS

Event Planning/Coordination • Client and Vendor Relations • Location/Site Selection • Referral Generation
On-Site Management • Quality Assurance/Control • Post-Program Review/Assessment

PUBLIC RELATIONS/EVENT PLANNING EXPERIENCE

- PR/Special Events Intern, The Peggy Siegal Company • New York, NY • June 2016 - present**
- Assisting senior staff in the planning and orchestrating of events including: film premieres, screenings, cocktail parties, and media luncheons
 - Working all company events - helping escort talent on red carpets and/or checking in guests
 - Providing administrative support and maintain large database of client information
 - Supporting account executives, publicity coordinator, and assistants with day-to-day tasks and various ongoing projects
 - Answering telephones in a courteous and timely manner; handle messages and follow up with clients

- Volunteer, Cradles to Crayons • Conshohocken, PA • April 2015 - present**
- Maintain and update database of volunteers, events, and donors.
 - Coordinate ticket sales and tracked attendees.
 - Plan event advertising, including media outlets, graphics, and communications.
 - Keep simultaneous projects on schedule.

- Orientation Leader, West Chester University • West Chester, PA • Sept 2015 - May 2016**
- Coordinated and facilitate an orientation group's involvement with the community's broader welcoming, including parent/family participation.
 - Assisted in the planning and implementation of Welcome Week: help students move in, direct traffic, plan events, set up and clean up events,
 - Served as an academic and social resource to new students throughout the academic year by answering questions, leading small groups and helping acclimate new students to college life

CAMPUS LEADERSHIP

- Pi Kappa Phi, Inducted Sept 2013**
- Public Relations Chair (2015 - Present)
- NCAA Men's Division II Soccer Team**
- Captain, 2014/2015 and 2015/2016 seasons

Max Chesterfield

18 W. Market Street, West Chester, PA 19382 • 610-455-1411 • mc56159 @wcupa.edu

SUMMARY OF QUALIFICATIONS

- Exceptional leader with talent selling design, quality, service and value over price.
- Proven revenue generator in all market conditions.
- Experience with Microsoft Word, PowerPoint, Excel and Outlook.
- Adept at business to business sales and negotiations with decision makers at many levels.
- Outstanding relationship building, training, and presentation skills.
- Knowledge of PC and Mac systems.

CORE COMPETENCIES

Strategic Planning
Forecasting

Client Needs Assessment
Profit & Loss Management

Client Relationship Management
Negotiation

PROFESSIONAL EXPERIENCE

Robert's One on One, Malvern, PA

Personal Trainer, Nutritionist, and Head Boxing Coach, March 2011 – Present

- Inspired, created, and executed MAXXED OUT, a group fitness class for advanced athletes.
- Assess the needs and capabilities of individuals through fitness assessment procedures.
- Develop individual exercise programs for individuals based on age and fitness levels.
- Assure all exercises are done with proper form and technique to maximize results.
- Motivate clients to work to his/her maximum and safe potential for the entire workout.
- Assess dietary schedules and implement programs for weight loss and/or muscle gain.

MVP Sports Lounge, West Goshen, PA

Bartender, July 2014 – July 2016

- Able to quickly and confidently communicate with guests to establish their needs.
- Work swiftly and efficiently while meeting the highest standards of presentation and attention to detail.
- Stocked, cleaned, and performed routine maintenance of electronics, and transaction of payments.
- Strong knowledge of bar products and familiar with product offerings (i.e. the menu, beverages on tap, wine list, etc.)

West Bradford Elementary, Downingtown, PA & Fugett Middle School, West Chester, PA

Student Teacher, Spring 2016

- Worked collaboratively with other teachers and professionals to create effective lessons that met the learning needs and abilities of all students.
- Developed innovative curriculum to instruct individual students, small groups, and 70+ students.
- Organized time, space, and resources to balance heavy workload and stringent deadlines.

EDUCATION

West Chester University of Pennsylvania, West Chester, PA

Bachelor of Science in Health and Physical Education, December 2016

Minors: Coaching and Health Sciences

- GPA: 3.754, Magna Cum Laude

Involvements:

- Phi Epsilon Kappa Honors Fraternity, **President**
- Orientation Leader, 2014-2016

Sarah G. Blogger

4545 Lloyd Lane ■ Norristown, PA 18888
sarahgblogger@gmail.com ■ 555-333-4444

KEY SKILLS

- Experienced in social media platforms such as Facebook, Twitter, Instagram, Google+, Instagram, Pinterest, and YouTube
- Intermediate ability with Adobe Creative Suite
- Comfortable working with a team and independently in a fast paced environment
- Effective communicator with a creative mind and keen attention for detail

RELATED EXPERIENCE

Intern: Social Media & Marketing - Digital Marketing Agency: Plymouth Meeting, PA – May 2016 to present

- Work with the marketing team on day-to-day social media management for multiple clients/partners
- Complete market research which includes identifying and engaging with key influencers
- Monitor social media presence and complete daily social media outreach
- Develop promotional social media campaigns to engage users and build followers
- Communicate information to our management team
- Research and assist with developing marketing material

Owner, Myownfoodsite.com | @myownfoodtwitter : Remote – March 2013 to present

- Develop weekly content for personal website dedicated to healthy eating
- Post a minimum of 15 tweets per week generating an average of 50 weekly retweets
- Grew Twitter followers by 27% in the first 4 months of creating account

Intern: Media Relations, foodbloggersunite.org Remote – January 2015 to June 2015

- Monitored and posted on blogs, forums, and social networks
- Performed online outreach and promotion using Facebook, Instagram, and Twitter
- Optimized disorganized website and create first social media accounts

ADDITIONAL WORK EXPERIENCE

Cashier, Healthy Eating Ambassador - Whole Foods Market: Plymouth Meeting, PA – Oct 2014 to present

- Assisted the Healthy Eating Specialist in store events and projects
- Provided excellent customer service; participated in quarterly store inventories

Child Care Provider, Private Family: Summer 2014/2015/2016

- Supervised three children ages 5, 7, and 9
- Developed daily engaging activities

EDUCATION

West Chester University, West Chester, PA

Bachelor of Science in Professional Studies - May 2016

Minors:

- Business and Technical Writing
- Health Sciences