

JANE SMITH

Aspiring Journalist, Copywriter, Communications/Public Relations Coordinator

- Exceptional writing skills that allow me to transform my ideas into writing that effectively communicates information to the appropriate audiences.
- Committed to producing exceptional organic and unique creative content, including articles, internet content, advertisements, commercials, brochures, and publications.
- Experienced in a variety of writing styles with extensive knowledge of communications and public.
- Solid educational and internship background that allows me to understand how the product development, promotion, and sales process works, and how to strategically reach target customers and audiences.

Professional Experience

HIGH END BAR + KITCHEN, Orlando, FL
Server

6/2020–Current

- Exceptional interpersonal and team building skills with an aptitude for building rapport with a diverse range of customers, managers, and colleagues.
- Excellent ability to communicate effectively with customers, manager, coworkers and other staff.
- Promote customer loyalty and consistent restaurant sales by delivering friendly service and knowledgeable assistance.
- Successful at multitasking while remaining professional and courteous in fast-paced environments.

ABC MEDIA, St. Louis, MO

1/2020–4/2020

Writer/Social Media/Copywriting Intern

- Successfully developed promotional material, social media management, and copywriting.
- Collaborated on four on-location shoots by supervising audio, shooting b-roll, and live-tweeting events.
- Developed original content for 12 magazine articles, and conducted research for an article about how our partners were operating during COVID-19 shutdowns (i.e., who was open/closed, operating online).
- Experience using Final Cut Pro to develop promotional material.
- Dynamically communicated with stakeholders using social media and writing press releases that emulated station's voice.
- Self-motivation and discipline allowed me to work effectively and successfully in a remote situation for part of my internship.



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Key Skills

Social Media Marketing

- Buffer Publisher
- Creator Studio

Digital Publishing

- Wordpress
- Wix

Editing

- Adobe Photoshop
- Adobe Illustrator
- Lightroom
- Final Cut Pro

Social Media Marketing

- Copywriting
- Editing
- Strategic Messaging
- Media Relations
- Media Outreach
- Press Releases

"Since we cannot
change reality, let us
change the eyes
which see reality."

- Nikos
Kazantzakis

Key Skills (cont'd)

Social Media Marketing

- Blogs
- Press Releases
- Editorial Opinions
- Magazine Articles
- Newspaper Articles
- Voice/Digital Content
- Web Content
- Social Media Content
- Website Copy
- Effective writing partner

Social Media Marketing

- Advanced Writing
- Public Speaking
- Video Editing
- Planning and Scheduling
- Brand-appropriate content
- Research/Interviewing
- Audience Specific Content
- Concurrent Projects/Deadlines
- Cutting-edge Creativity

Journalism

- AP Style
- Skillful Interviewer
- Diligent Researcher

Professional Experience (cont'd)

YUMMY WOOD FIRED PIZZA, Clayton, MO
Server/Bartender

7/2018–3/2020

- Service-oriented team player with exceptional ability to handle fast-paced environments
- Established and maintained positive relationships with clients and customers by answering their questions and assisting them in troubleshooting, to promote bar loyalty
- Closed out cash register with 100% accuracy and prepared cashier reports
- Upsold high-quality items such as premium liquors to enhance sales numbers
- Fostered repeat business by creating a welcoming environment for customers and making them feel important by remembering names and drink orders.

THE HIP MAGAZINE, St. Louis, MO
Reporter Intern

1/2016–12/2016

- Won three Missouri College Media Association (MCMA) awards: Newswriting, In-depth News Reporting, Regular Columns
- Significant responsibility for interviewing subjects, writing and editing stories, researching/fact-checking, and pitching stories
- Conducted thorough and subject appropriate interviews to create timely and attention-grabbing stories
- Independently performed research and accurately fact-checked all content to maintain high standards of journalistic integrity

Education

B.A. Media Communications

Webster University, St. Louis, MO – Spring 2020

GPA 3.6 – Dean's List

Related Courses: Marketing, Public Relations, Media Writing, Media Publishing, Scriptwriting, Crisis Communications, PR Campaigns

A.A. General Studies

St. Louis Community College, St. Louis, MO – Spring 2017

GPA 3.0 – Dean's List

Awards

- Missouri College Media Association (MCMA) – Newswriting
- Missouri College Media Association (MCMA) – In-depth News Reporting
- Missouri College Media Association (MCMA) – Regular Columns