
Public Relations | Computer Science | Communications

Passionate and driven Public Relations and Computer Science student looking to secure a position following graduation in June of 2017 in which my unique skills in interpersonal and mass communication, computer science, and social media will reinforce the organization and its mission.

EDUCATION

Bachelor of Arts and Sciences in Public Relations

Western Michigan University

Minor: Computer Science

Expected Graduation: August 2017

Kalamazoo, MI

Major GPA: 3.96/4.00, CGPA: 3.92/4.00

General Education Credits

University of St. Andrews

September – December 2014

St. Andrews, Scotland, UK

RELEVANT COMPETENCIES

Exceptional written and verbal communication skills

Experienced in most relevant social media platforms including Twitter, Facebook, Snapchat, Instagram, LinkedIn, YouTube, Tumblr and Google+ as well as analysis/management programs such as Crowdfire and TweetDeck

Experienced in collaborative team projects where work must be divided evenly with maximum efficient communication between team members

Technical Proficiencies

Experienced with Java, C, C++, Python, Assembly, HTML, CSS, PHP, JavaScript, and SQL

Proficient in multimedia production (Example: <http://bit.ly/1S0KqOY>)

Proficient in Microsoft Office Suite

WORK EXPERIENCE

Social Media Manager Internship – Western Michigan University

March 2017 - Present

The Black Sheep

Kalamazoo, MI

- Establish and maintain a strong, visible social media presence for The Black Sheep brand at WMU
- Analyze the quantitative impact and effectiveness of social media campaigns for future improvement
- Constantly generate and share creative, funny, engaging content to attract and retain followers
- Promote content from The Black Sheep website across social media platforms to direct web traffic

Communication Research Assistantship

January – April 2016

Western Michigan University School of Communication

Kalamazoo, MI

- Assisted with the administration of surveys and questionnaires regarding communication inquiries
- Managed clarifications by subjects regarding context and clarity of survey components
- Acted as a liaison between the graduate student researcher and the research participants

Shift Leader

May 2015-November 2016

Biggby Coffee

Kalamazoo, MI

- Greeted customers in a friendly, welcoming manner to ensure a positive customer experience
- Prioritized time-sensitive tasks in order to maximize personal efficiency and customer satisfaction
- Trained and supervised new employees and helped them achieve maximum efficiency and fluency with their new work environment
- Cleaned and maintained the facility to the highest standard

COLLEGIATE HONORS AND PARTICIPANTS

Lambda Pi Eta National Communication Association Honor Society – Eta Rho Chapter

2017-present

Western Michigan University College of Arts and Sciences Deans List

2014-present

Public Relations Organization

2016-present

Media Ethics Study Abroad Program in London, UK

July-August 2017