

Penelope Public Relations

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EDUCATION

Bachelor of Arts in Communication and Art History (minor: French)

Southwestern University

Cumulative GPA: 3.81

May 20__

Georgetown, TX

Study Abroad, Corvinus University of Budapest, Hungary

Relevant Coursework: Advertising Management, Internet Marketing, Organizational Behavior

Spring 20__

PUBLIC RELATIONS EXPERIENCE

Public Relations Intern

Alumni and Parent Relations, Southwestern University

January 20__ - Present

Georgetown, TX

- Assist with publicity and program management for Alumni networking events, volunteer days of service and reunion program
- Research various online sources for fresh ideas and graphics to use in enhancing website content and layout
- Write and create press releases for online newsletters and emails to promote programs and recruit alumni volunteers, resulting in 50 percent increase in volunteers over previous year

Public Relations Intern

Dulwich Picture Gallery

August - December 20__

London, England

- Researched and wrote 75 artists' labels, displayed by their works at Christie's of London for charity auction raising over £102,000
- Corresponded with members of British and foreign press to publicize Gallery exhibitions and special events
- Created press packets to promote Gallery as a venue for special events, resulting in 25 percent more bookings than targeted goal
- Coordinated volunteers to assist with mailings to 5,000+ gallery members; exceeded volunteer recruiting goal by 30 percent

Public Relations Associate

Center for Career & Professional Development, Southwestern University

September 20__ - June 20__

Georgetown, Texas

- Created flyers for marketing programs and assisted in coordinating events and programs
- Developed marketing strategy for online resume registration program
- Contacted alumni for annual Post Graduate Survey, contributing to the 98 percent completion rate of Survey

OTHER RELEVANT EXPERIENCE

Event Coordinator

Students Helping the Admissions Recruiting Process (SHARP), Southwestern University

August 20__ - Present

Georgetown, Texas

- Coordinate approximately 55 student volunteers for daily campus visits, campus overnight programs and other admissions programs
- Provide information sessions to prospective students and their families
- Help increase number of confirmed new student deposits by 12 percent over target goal
- Organize meetings and information for student volunteers to update them on events and needs

Creative Marketing Associate

A Stroke of Colour

June - August 20__

Humble, Texas

- Marketed faux finishes, murals, custom furniture and paintings to clients and managed shop's Italian coffee bar
- Merchandised and sold unique home décor from around the globe and promoted art work by local artists displayed at the shop, resulting in 35 percent growth in sales over previous summer
- Scheduled consultations for paint jobs, interior decorating and art school

ACTIVITIES AND AWARDS

Public Relations Chair, Student Foundation

Public Relations Chair, University Programming Council

Advertising Chair, Theatre Production: Shakespeare's *Love's Labour's Lost*

Omicron Delta Kappa National Leadership Honor Society

Alpha Chi University National Honor Society

Pi Delta Phi National French Honor Society

Georgetown Area Community Foundation Volunteer

Alpha Delta Pi Sorority

SKILLS

Fluent in English and Hungarian, advanced French; MS Office (Word, Power Point, Outlook, Excel), Adobe Photoshop, Google Suite