

# Alexandra L. Jordan

123 Forest Street, Troy, MI 48304

Cell: (123) 555-5555 ▪ alex.jordan@email.com

## Skills and Objectives

I am a focused, responsible college student who will bring creativity, dependability, enthusiasm, and exemplary communication skills to a role in public relations.

- **Communications:** Prioritize communicating with empathy and respect. Skilled at promoting positivity in stressful situations.
- **Teamwork:** Able to apply lessons learned as a student newspaper editor to foster team collaboration and a positive, productive work environment.
- **Social Media:** Aptitude for understanding the role of social media in crafting a brand image.

## Education

**Michigan State University**, East Lansing, MI

*Expected graduation: Spring 2020*

GPA: 3.72

Relevant courses: Integrated Marketing, Psychology of Consumer Habits, Social Media Branding

*Dean's List; editor for The State News; philanthropy chair of Zeta Tau Alpha*

## Relevant Experience

**Sense PR, Troy, MI**

**Summer Intern**, June 2018 to August 2018

- Assisted in brainstorming creative marketing campaigns for 10+ clients, helping account teams stay focused on client briefs
- Worked with account executives to conceptualize and execute events for six clients, volunteering to help staff events outside of working hours
- Assisted social media manager in creating positive brand content for Instagram, Facebook, and Twitter
- Greeted clients for meetings at the agency and answered phones

**The State News, East Lansing, MI**

**News Editor**, September 2017 June 2018

- Oversaw a team of four news writers to produce content for the student newspaper
- Created interesting and exciting layouts for the front page
- Worked collaboratively with a team of five section editors to create a positive, productive team environment for creating weekly editions on deadline

## Additional Experience

**Race for the Cure, Troy, MI**

**Volunteer**, January 2018 to Present

- Active member of university chapter of Race for the Cure
- Assisted in recruiting 300+ volunteers and designing promotional materials
- Attend biweekly meetings and provide updates to the group on marketing efforts