

# BETTY L. WHITE

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## OBJECTIVE

To obtain a public relations assistant position utilizing my education, experience and previously demonstrated skills in writing, organization, and interpersonal communication. Willing to relocate.

## EDUCATION

Bachelor of Arts, Communication May 20XX  
Double Minor, General Business and Marketing  
University of Dubuque (UD) Dubuque, IA  
GPA 3.33 / 4.00

## SUMMARY OF SKILLS

- Exceptional written and oral communication skills, in addition to strong organizational skills
  - Demonstrated skills in preparing and presenting multi-media presentations
- Over three years experience as proof-reader and editor
- Proficient in Microsoft Office, Page Maker, Dreamweaver, and Adobe
- Thorough understanding of social media applications such as Twitter, Facebook, and YouTube including but not limited to:
  - Uploading videos and photos
  - Developing fan or group pages
  - Posting Status updates
  - Promoting events and organizations

## CAREER RELATED EXPERIENCE

**Public Relations Intern** August 20XX-Current  
Partners in Education Dubuque, IA

- Research and write articles for weekly school district newsletter; provide a thorough proof reading to ensure accuracy
- Completed preliminary script for school promotional video to be featured on youtube.com and school website
- Coordinate press conferences with local media – two to date
- Reformat and update seventy-five page service directory to be utilize in seven local schools

**Assistant Editor** August 20XX-May 20XX  
BellTower, (UD monthly newspaper) Dubuque, IA

- Participated in newsletter development from concept to final product
- Delegated article assignments to staff of three
- Edited eight-page newsletter and established layout and distribution plans
- Selected as assistant editor and conducted informal staff training

## CAMPUS & COMMUNITY INVOLVEMENT

**Good Samaritan Inn Soup Kitchen** October 20XX-Current

- Prepare and serve food once a month to local community

**Zeta Phi Sorority** August 20XX-Current

- Developed new marketing campaign to increase pledges; resulted in four member increase over previous year

**Orientation Leader**, University of Dubuque Fall 2008, Fall 2009