

EMMA FRANKLIN

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Summary

Charismatic and persuasive Public Relations student offering expertise in public speaking, advertising, media relations and event planning. Superb writer and editor who **communicates effectively** with target audiences through strategic and **creative brand management** and PR campaigns. Poised and competent **team builder** and **natural leader** who thrives in fast-paced corporate environments.

Highlights

- Image management
- Press releases
- Project management
- **Exceptional writer**
- Promotional campaigns
- Market research
- Media relations
- Public speaking
- **Critical Thinking**
- Customer service-focused

Education

Bachelor of Arts, Communication, Minor in Public Relations

December 20XX

Oakland University – Rochester, MI

GPA 3.6

Related Courses: External and Internal Public Relations, Media Design, Video for Public Relations, Public Speaking, Persuasion, **Multicultural Communication**, **Communication in Organizations**

Related Experience

Public Relations and Communications Intern

September 20XX – May 20XX

Metro Corner Website - Royal Oak, MI

- Demonstrated **problem solving when researching, implementing, and tracking advertising and public relations activity**
- **Wrote** engaging copy with attention-grabbing headlines for print and web use
- **Led** the integration of public relations campaigns across multiple media
- Prepared, edited, and reviewed internal employee communications
- Maintained cooperative relationships with representatives of community, consumers, employee, and public interest groups
- Designed web and other content, including monthly newsletters and promotional calendars
- **Collaborated** directly with Public Relations Director **to measure and analyze results of each campaign**

Communications Intern

April 20XX – August 20XX

Lowe and Morton Advertising – Farmington Hills, MI

- Assisted with project scope and communications outlines for marketing incentives
- Developed presentations for staff and stakeholder meetings **using InDesign**
- Helped public relations **team** create effective written material
- **Met all project milestones** and delivered effective, persuasive copy

