**Riley Ram**

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(123) 123-1234

# EDUCATION

**Shepherd University** Shepherdstown, WV *Bachelor of Science in Communication and New Media*  May 2024

Minor: English

GPA: 3.8

**Honors:** Dean’s List September 2020- Current

# EXPERIENCE

Shepherd Ram Public Relations Shepherdstown, WV

**Student Strategist** August 2022 - Present

* Monitored multiple news outlets for client coverage and organized news clips in online program
* Developed press releases for upcoming client events and pitched to up to five clients daily
* Managed media for “Ram Health Week” including developing and pitching a press release, coordinating media and arranging follow-up interviews with six local media outlets
* Scheduled all online social content using online platforms like Hootsuite and Sprout Social

Morgantown Integrated Marketing Communications Morgantown, WV

**Account Associate** January 2021 – May 2022

* Worked on the digital team to brainstorm and produce social content for four clients
* Created content for upcoming client event, resulting in a 20% increase in Twitter followers and 5% increase in Facebook likes over three months
* Created pitch deck to solicit new business; resulting in eight new clients during spring semester
* Wrote press release and organized morning show guest spots resulting in increased service utilization

Clarion Hotel and Conference Center Waynesboro, PA

**Event Planning Intern** August 2020 – December 2020

* Provided event planning, coordination, and on-site support for four large hotel conferences
* Interacted with guests through phone calls and face-to-face meetings to ensure client satisfaction
* Improved communication efficiency by introducing the software program Slack
* Utilized web-based software Boomset to expand conference registration and attendee check in

# CERTIFICATIONS

**PR Council**, Agency Ready Certification Course August 2023

Hootsuite January 2020

# SKILLS

Personal: Customer Service, Teamwork, Detail Oriented

Computer: Adobe InDesign, Adobe Photoshop, Canva, Google Analytics, Slack, Boomset

Language: Fluent in French