

# JJ JOURNALISM

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## EDUCATION

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### **The University of Kansas | Lawrence, KS | Expected May 20xx**

Bachelor of Science in Journalism | Emphasis on Strategic Communication – GPA: 3.98

Minors in Business and Leadership | Certificate in Leadership Engagement

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## WORK EXPERIENCE

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### **Jayhawk Marketing | Strategy & Copywriting Assistant | Lawrence, KS**

*September 20xx – Present*

- Maintain KU's Facebook, Twitter, Instagram, and YouTube accounts; increased Instagram use by 40%
- Write copy for 3-10 types of media per week meeting all deadlines
- Develop new and creative strategies to increase engagement and brand awareness; present ideas to marketing team using Adobe Persuasion software
- Effectively communicate details of product, advertising themes, methods, and advertising copy changes to ensure client satisfaction
- Devise strategies using data analytics to target different demographics and plan media content

### **FleishmanHillard | Social Media Intern for Burger King, Blue Airlines & Eurostar | Overland Park, KS**

*March 20xx – August 20xx*

- Developed creative strategy, social media plan, and PR executions for millennial marketing campaign
- Oversaw social influencer program and selected potential influencers; determined authenticity and credibility of participants
- Utilized Nuvi to create weekly & social media reports for clients regarding status of campaign
- Planned annual community outreach day involving 4,000 participants as member of the task force team

### **Johnson County Community College | Marketing and Public Relations Intern | Overland Park, KS**

*June 20xx – September 20xx*

- Collaborated with team members to write and execute detailed strategic marketing plans for various departments on campus
  - Managed the college's LinkedIn account and increased followers by 22%
  - Designed promotional materials using InDesign and Photoshop
  - Wrote and distributed monthly newsletters through MailChimp; proofread and edited to ensure accuracy
  - Tracked and logged data through Google Analytics; analyzed results and problem solved how to increase overall usage of website
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## CAMPUS INVOLVEMENT

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### **Jump Rope for Heart Children's Marathon (KU) | VP of Public Relations**

*December 20xx – Present*

- Marketed the largest philanthropy at KU to students and Kansas City businesses
- Planned and executed social, video and PR campaigns to gain donations; increased donations by 26%
- Developed and maintained relationships between the organization and KU Pediatric's executives
- Built and executed new year-long campaign to grow brand awareness

### **Director of Media Promotions**

*November 20xx – December 2015*

- Fundraised more than \$75,000 for Jump Rope for Heart through digital campaigns
- Managed Facebook, Twitter, Instagram and YouTube account for the organization; increased Facebook reach by 67%