

# KRISTEN MARY BOSTON

(555) 555-5432 • tstudent@students.towson.edu • Towson, MD

## EDUCATION

### **Bachelor of Science in Mass Communication**

**May 20XX**

Track: Strategic Public Relations & Integrated Communication

Minor: Business Administration

Towson University, Towson, MD

## EVENT PLANNING & MARKETING EXPERIENCE

### **Undergraduate Marketing Department, Towson University, Towson, MD**

#### **Marketing and Events Intern**

**August 20XX – present**

- Use Salesforce to create two weekly email campaigns to recruit prospective students as well as manage and create content for social media outlets including Facebook, Twitter, Tumblr, and Instagram
- Assist with Towson University's open houses by planning and running college sessions, student panels, and the information fair for prospective students and parents, as well as live tweeting throughout the event
- Participate in three strategic planning sessions per week for new programming ideas, promotional giveaways, publication content, and ways to improve daily tours

#### **Student Ambassador Team Leader**

**January 20XX – May 20XX**

- Managed over 70 student ambassadors during weekly tours, planned monthly work meetings, created weekly email newsletters, and performed administrative duties
- Used software programs such as Salesforce, Constant Contact, Wiggio, and Microsoft Office

#### **Student Ambassador**

**January 20XX – December 20XX**

- Recruited prospective students through campus tours and open houses
- Led information sessions for prospective students and their parents while answering questions about academic programs, campus life, and student activities

### **The Big Event, Towson University, Towson, MD**

#### **Student Director**

**September 20XX – present**

- Plan and implement Towson University's largest day of community service
- Increase participation numbers from 700 to 1,050 students through targeted marketing
- Oversee a planning committee of 30, including the sub-committees of marketing, logistics, and sponsorships

#### **Logistics Chair**

**September 20XX – April 20XX**

- Assigned student volunteers to over 60 service sites; organized transportation and registration
- Planned post-service social activities including the DJ, food, games and raffles

### **Public Relations Group, Towson University, Towson, MD**

#### **President**

**September 20XX – May 20XX**

- Conducted meetings for an executive board of 10 while delegating and monitoring responsibilities such as programming, fundraising, professional development opportunities, and networking
- Planned an annual networking fair with over 20 vendors and over 200 students in attendance to assist students with finding internships and jobs in the integrated communications field

#### **Vice President of Programming**

**September 20XX – May 20XX**

- Scheduled and organized all events throughout the year including guest speakers, agency tours, fundraisers, socials and the annual networking fair for students to find internships and jobs in the public relations field
- Collaborated with other officers to hold workshops for effective workplace and internship skills and inform students of opportunities within the public relations field

**Treasurer September** **20XX – May 20XX**  
Created and managed budgets of \$5,000 each semester for the group and handled all financial transactions

**Active Member September** **20XX – May 20XX**

**The Chesapeake Group, Chesapeake, MD**  
**Marketing Coordinator** **November 20XX – June 20XX**

- Wrote, edited, and distributed weekly press releases for clients using Vocus
- Managed and created content for social media outlets including LinkedIn, Facebook, and Twitter
- Worked closely with the executive team to rebrand the company's image and corporate website

**IMRE, Baltimore, MD**  
**Media Intern** **January 20XX – May 20XX**

- Created and maintained account scorecards and measurement documents for media placements
- Drafted media pitches, distributed press material to the media, and wrote press releases
- Used Vocus to find contact information and create media lists to distribute press releases for clients

**Project Serve, Towson, MD**  
**Facilitator** **August 20XX**

- Led incoming first year students in performing service projects at locations such as the Arc of Baltimore, Maryland Food Bank and Back River Watershed to improve the greater Baltimore area

## **LEADERSHIP EXPERIENCE AT TOWSON UNIVERSITY**

**Office of Student Activities**  
**Leadership Intern** **August 20XX – May 20XX**

- Developed, promoted, and taught leadership workshops for groups of 30-50 students on topics such as "Leading with Congruence," "Finding Common Ground," "Group Cohesiveness," and "Conflict Resolution"
- Planned and promoted the spring leadership conference for 250 college students in the Baltimore area by guerilla marketing, social media, and email campaigns

**Project Serve**  
**Lead Facilitator** **Summers, 20XX – 20XX**

- Planned all service projects and daily schedules for the program including social events such as banquets and nighttime activities

**Club Field Hockey** **September 20XX – November 20XX**

**Homecoming Committee** **September 20XX – September 20XX**

**Council of Student Leaders** **September 20XX – August 20XX**

**The Vice-President for Student Affairs Award** **April 20XX**  
• Recognized for leadership and outstanding contributions to the university and campus life

**LeaderShape Graduate** **January 20XX**

**Girl Scout Gold Award Project, Baltimore, MD** **February 20XX**  
• Achieved highest award in girl scouting for developing, coordinating and implementing a healthy eating and fitness campaign for local elementary schools

## **SOCIAL MEDIA AND SOFTWARE SKILLS**

**Software and Web Applications:** Salesforce|Constant Contact|Vocus|Wiggio

**Microsoft Office:** Word | Excel | PowerPoint | Outlook|Access

**Social Media:** Facebook | Twitter | Tumblr | Instagram | LinkedIn