Robert Smith

PR Intern

PERSONAL STATEMENT

Bachelor of Arts Fashion Journalism graduate with experience managing editorial calendars, press archives, and interacting with editors and publicists.

WORK EXPERIENCE

PR Intern

EventNext - January 2016 – June 2020

Responsibilities:

- Sought and recommended new event technologies for major media outlets.
- Updated and maintain staff database while assisting to hire staff.
- Attended client meetings and edit client-facing documents.
- Updated social media channels and present recommendations for each outlet.
- Developed new creative elements for programs and presented ideas to Vice President.
- Joined in on event calls to create event logistics for field teams.
- Created journalist briefs to prepare clients for interviews.

PR Intern

Delta Corporation - 2014 – 2016

Responsibilities:

- Worked directly with PR Director to edit and draft articles, select photos and graphics for the hospitals newsletter, Pulse - Gained experience with.
- Worked closely with PR managers and media editors to maintain mutually beneficial relationships Managed all PR samples coming to and from the office.
- Produced event briefing books, press releases, event proposals, media profiles, PR plans, and media advisories to support PR initiatives.
- Used Fashion GPS to send out and return samples to and from various publications and clients Organized showroom in preparation for.
- Paris, France Used Fashion GPS to catalog all looks from FW14 collection and various samples from other collections as well as sending out and.
- Trafficking samples, press clippings, fashion shows, and press preview preparation, and more.
- Assisted Account Executives to develop monthly PR reports and strategy presentations Performed market research and trend analysis for both fashions.

Education

Bachelors of Arts in Arts and Sciences - (Oakland University - Auburn Hills, MI)

CONTACT DETAILS

1737 Marshville Road, Alabama
(123)-456-7899
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SKILLS

Microsoft Word, Excel, PowerPoint, Publisher
Writing/Grammatical
Speech.

LANGUAGES

English (Native)
French (Professional)
Spanish (Professional)

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

Reference – 1 (Company Name)
Reference – 2 (Company Name)

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