

RITCHIE
123-456-7890
gradliberalarts@rit.edu
www.linkedin.com/in/studentnamehere

OBJECTIVE

Enthusiastic communicator seeking a position to integrate strategies to develop and expand existing customer sales, brand and product evolution, and multi-media marketing. Experience in relationship management, customer service, content strategy and market research. Available September 20XX.

EDUCATION

Rochester Institute of Technology , Rochester, NY	August 20XX
<i>Master of Science: Communication and Media Technologies</i>	GPA: 3.8
SUNY Brockport , Brockport, NY	May 20XX
<i>Bachelor of Science: Psychology and Communication</i>	GPA: 3.4
Honors: Dean's List Fall 20XX – Spring 20XX	

WORK EXPERIENCE

SUNY Brockport Career Services , Brockport, NY	August 20XX – Present
<i>Career Services Graduate Assistant</i>	
<ul style="list-style-type: none">▪ Provide support and advise students on career preparation; implementing programing, one-on-one advising meetings and other groups opportunities to understand their career goals.▪ Collaborate with departments to create programs and events for students to learn about career opportunities and build relationships with the university to work efficiently for the betterment of students.▪ Build relationships with employer partners to provide networking and experiential learning opportunities for students at Brockport.▪ Serve on the Social Media and Student Services committees to ensure a cohesive message and knowledge is shared with the student body.<ul style="list-style-type: none">○ Developed, created marketing materials and implemented content on all social media channels, primarily Instagram, Twitter and Facebook.	
George Eastman Museum , Rochester, NY	May 20XX – August 20XX
<i>Communications Intern</i>	
<ul style="list-style-type: none">▪ Assisted Social Media director in crafting social media marketing strategies and traditional communication strategies like mailings, prizes and other engagement strategies.▪ Conducted benchmark and other market research to develop a campaign strategy for the implementation of Snapchat as a social media platform for the museum.	

PROJECTS

Breastfeeding on Social Media , <i>Master's Thesis Research</i>	August 20XX – May 20XX
<ul style="list-style-type: none">▪ Utilized network analysis, textual analysis and content analysis to examine the discourse surrounding breastfeeding on Twitter through the lens of Feminist Theory.	
Needs Assessment Survey , <i>SUNY Brockport Career Services</i>	August 20XX – December 20XX
<ul style="list-style-type: none">▪ Developed and implemented a Qualtrics survey for the university population to assess the needs of students seeking career development and career opportunities. Collaborated with representatives in student government to develop and strategize programming we could offer. Based on the findings the Office created added an additional alumni and networking event in 2 more cities with high alumni populations.	

CAMPUS ACTIVITES

Acapella Group , Brockport, NY	Spring 20XX– Spring 20XX
<i>Business Director, Vocalist</i>	
<ul style="list-style-type: none">▪ Managed the group of 16 performers – responsible for scheduling, managing campus relationships and handling conflict resolution within the group.	
New Student Orientation , Brockport, NY	Fall 20XX – Fall 20XX
<i>Orientation Leader</i>	
<ul style="list-style-type: none">▪ Served as an energetic, welcoming and helpful resource to 50 students during the first week of school and throughout the entire school year.	
Teaching Assistant , Brockport, NY	Fall 20XX– Spring 20XX
<i>Introduction to Public Speaking</i>	
<ul style="list-style-type: none">▪ Supported Assistant Professor in Communication department in Intro to Public Speaking course▪ Provided support to a class of 25 students – holding office hours (5 hours per week), review sessions and guidance in speech writing.	