

# Amy D. Appleseed

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## Career Summary:

- Strong commitment, vision, and leadership skills
- Successful in mastering new advertising skills through internship experience
- Highly effective in promoting a positive, productive environment

## Education:

**Southern Illinois University Carbondale**, Carbondale, IL

*Bachelor of Science: Journalism*

Dec. 2012

Concentration: *Advertising*

GPA: 4.0/4.0

## Communications Experience:

**Saluki Advertising Agency**, *Intern* – Carbondale, IL

Client: **River to River Communications** – Cartersville, IL

Jan. 2012 – Dec. 2012

- Coordinated and planned an advertising campaign in support of *Hope for Kids*, reaching goal of 15
- Contacted various colleges and maintained constant contact to assist in planning the upcoming *Hope for Kids* events and network on behalf of River to River Communications
- Created press releases and ensured information accuracy
- Followed up with contacts and filed necessary forms to guarantee reservation space was acquired

Client: **The Southern Illinois Kennel Club** – Murphysboro, IL

Sept. 2011 – Dec. 2011

- Created advertising space and time as required to promote/publicize the event efficiently
- Brainstormed about improvements that could have been made for the current and future events
- Distributed information to interested parties around southern Illinois
- Worked with PR team members to guarantee all areas were being covered effectively

**The Daily Egyptian**, **Southern Illinois University** – Carbondale, IL

Mar. 2009 – May 2011

*Sports Editor*

- Arranged interviews with people who could provide information about the story
- Researched and analyzed background information related to stories in order to be able to provide complete and accurate information, meeting publishing deadlines
- Checked reference materials, such as books, news filers, or public records, to obtain relevant facts

## Additional Skills:

- **Podcasting:** Final Cut Pro, Garage Band
- **Video editing and production:** Final Cut Pro, iMovie, some Flash
- **Multimedia audio slideshow:** Soundslides, Adobe Photoshop
- **Social networking/marketing:** Twitter, Facebook, blogging, LinkedIn
- **Website design:** Dreamweaver, WordPress, HTML, Content Management Systems
- **Computer:** Microsoft Word, PowerPoint, Excel, Pages, Keynote, Adobe InDesign

## Memberships:

American Advertising Federation, member for 2 years

Full Tilt Ultimate Frisbee, member for 3 years