

Casey Carter

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OBJECTIVE	Account Executive position with RTR Public Relations	
EDUCATION	Bachelor of Arts in Communication and Information Sciences , May 2015 The University of Alabama, Tuscaloosa, AL Major: Public Relations Minor: Spanish GPA: 3.3/4.0	
SKILLS	Adobe InDesign, Photoshop, Microsoft Office Suite, Creating/Curating Social Media Content, Analyzing Data, Public Speaking Writing Across Platforms, Search Engine Optimization	
RELEVANT EXPERIENCE	Public Relations Intern Webbmont Public Relations, Birmingham, AL	August 2014 – Present
	<ul style="list-style-type: none">• Work independently on research, data collection, and presentations• Write and edit press releases for multiple accounts• Propose hashtags accepted by clients for use with their events• Introduced practice of virtual meetings with staff through Google Hangouts	
	Account Executive Campaign Class Project, The University of Alabama, Tuscaloosa, AL	January 2014 – May 2014
	<ul style="list-style-type: none">• Supervised comprehensive publicity campaign used by Birmingham Convention and Visitors Bureau• Conducted market research, developed effective strategies within budget, created promotional pieces, and presented proposal to clients	
	Senior Staff Reporter <i>The Crimson White</i> (UA Student Newspaper) Tuscaloosa, AL	January 2013 – December 2013
	<ul style="list-style-type: none">• Generated ideas and completed 3+ stories per week• Edited 10 to 15 stories each week, consistently meeting tight deadlines	
ADDITIONAL EXPERIENCE	Sales Associate Danielle's, Tuscaloosa, AL	August 2012 – July 2014
	<ul style="list-style-type: none">• Exceeded sales quota each month by over 15%• Promoted to training team after two months of employment	
LEADERSHIP	Public Relations Student Society of America, Treasurer ONE Campus Alabama, Social Media Chair Parent Ambassador	January 2014 – Present February 2014 – Present October 2013 – September 2014
VOLUNTEER ACTIVITIES	Habitat for Humanity Community Soup Bowl	August 2012 – Present May 2012 – Present

NOTE: If the responsibilities of your extracurricular activities relate closely to the requirements of the targeted job, consider adding bullet points emphasizing what you accomplished in those areas.