

Cassie Smith

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- OBJECTIVE** Seeking a summer internship in account management.
- EDUCATION** **Robert Morris University**, Moon Township, PA
BACHELOR OF ARTS IN PUBLIC RELATIONS AND ADVERTISING, Expected May 2023
Minor in English Studies
- * 3.77 Cumulative GPA
 - * National Society of Collegiate Scholars
- SKILLS** **Writing:** Press releases, PSAs, feature stories, media scripts, media advisories
Event Planning: Promotions, logistics, media relations, fundraising
Social Media: Twitter, Facebook, LinkedIn, Instagram, Hootsuite Certification
Computer: Microsoft Office (Word, PowerPoint, Excel), Adobe InDesign
- EXPERIENCE** **Account Management Intern**, January 2022 – May 2022
CREATIVE SOLUTIONS ADVERTISING, Pittsburgh, PA
- * Provided day-to-day account management for a large retail chain account.
 - * Oversaw several projects from creative to production to client.
 - * Maintained daily contact with client via email and phone regarding necessary revisions and requests.
 - * Helped organize an in-store promotion sweepstakes.
- Promotions Intern**, September 2021 – December 2021
BIG SKY BROADCASTING, Pittsburgh, PA
- * Assisted with creation of content for social media platforms (Twitter, Instagram and Facebook).
 - * Helped set up and staff live remotes.
 - * Conducted promotional giveaways for the station.
 - * Coordinated station contests, notified winners and accurately maintained historical records of prizewinners.
- PROJECTS** **Advertising and Communication Strategies**, January 2022 – May 2022
- * Assisted with a marketing strategy to increase Hometown Burger's "to go" sales by 10%.
 - * Researched target audience's thoughts on take out.
 - * Implemented new strategies to increase sales.
 - * Created examples of inserts and magnets using Adobe InDesign.
 - * Led group presentation to representatives from Hometown Burgers.
- Professional Writing**, September 2021 – December 2021
- * Contributed to a group project focused on medical ad analysis.
 - * Identified and defined target audience.
 - * Analyzed hidden messages in the advertisement.
 - * Provided data for a poster displayed at a national conference.
- ACTIVITIES** Public Relations Student Society of America, September 2019 – Present
- * President, September 2021 – Present
- First-Year Student Mentor, August 2021 – December 2021
Ad Club, September 2020 – May 2021