

Sample Resume – Public Relations

Julie-Anne Roberts

21 Lister Lane
Berwick VIC 3171
(03) 9333 4555
jroberts@email.com.au

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Education

- | | |
|---------------------|--|
| 2013-current | Bachelor of Professional Communication
Monash University, Berwick <ul style="list-style-type: none">• Expected completion November 2015• Distinction average in core subjects |
| 2012 | Victorian Certificate of Education
Berwick Secondary College |

Skills summary

Public Relations Skills

- Demonstrated ability to implement public relations programs through practical experience at Peninsula Health and voluntary work with the Deaf and Blind Association, including writing approved media releases, liaison with local media outlets and developing an approved public awareness campaign

Communication Skills

- Well-developed public speaking skills demonstrated by winning the Casey Creations Youth Arts Drama Award during high school and by successfully gaining a voluntary position to train students to work as volunteer university campus guides
- Strong written communications skills demonstrated through elected roles as high school magazine sub-editor and university society secretary responsible for accurate and timely minutes, agendas and reports
- Online writing skills demonstrated through checking and uploading to content management software of career profile stories on the Department of Human Services web site

Leadership Skills

- Leadership developed through part time employment as an Assistant Manager responsible for eight staff members at Sportsgirl

Customer Service Skills

- Proven strong customer service skills acquired from extensive experience and training with two major retail organisations including winning a National Trainee of the Year award as well as Staff Member of the Month award

Relevant Experience

Aug-Dec 2014

Public Relations Assistant (Internship)

Public Relations Department, Peninsula Health, Frankston

Duties

- Developed and implemented public relations program to support Rosebud Maternity for the hospital open day
- Researched, wrote and placed media releases
- Sourced and interviewed people for potential news stories
- Researched and wrote career profiles for the Dept. of Human Services Employment web site
- Liaised with local print media journalists and photographers
- Set-up of displays in hospital foyers

Accomplishments

- Developed and commenced implementation of the "Marketing Maternity" campaign for Rosebud and Frankston Hospitals maternity units

Mar-May 2013

Project Assistant (Voluntary Position)

Deaf and Blind Association, Camberwell

Duties

- Wrote, distributed and followed up media releases
- Assisted in writing scripts for and recorded several community service announcements

Accomplishments

- Developed an awareness campaign for the Deaf Blind Awareness Week 2010

Employment

Jul 2013-current

Assistant Manager (Part-time)

Sportsgirl, Dandenong

Duties

- Responsible for eight staff and the efficient operation of the franchise when acting as relieving manager.
- Supporting the manager and filling duties when absent (i.e. ordering, counting all monies, etc).
- Staff training and delegation of tasks
- Assisting with in-store displays, promotions and general organisational duties

Accomplishments

- Won inaugural staff member of the month award, September 2010. Appointed to judging panel for subsequent awards.
- Nominated and won the title of Australian Trainee of the Year 2010 for Retail Operations course completed through employer. Received gift-basket of prizes totalling up to \$5000.

2010-2013

Sales Assistant (Part time)

Freedom Furniture, Fountain Gate

Duties

- Attained individual and group sales targets
- Provided friendly and helpful service to customers
- Used targeted product information to satisfy customer queries

Extra-Curricular Activities

2014-current

Secretary, Public Relations Society of Monash

Monash University

- Responsible for organising and taking minutes in meetings, writing and presenting reports to keep members informed

2014

Open Day Guide Coordinator

Monash University

- Trained and recruited twenty-five students to work as student guides on Open Day
- Briefed student guides about their role and procedures for Open Day

2013

Representative, Student Council

Berwick Secondary College

- Sub Editor for the college magazine

2010

Volunteer

Brotherhood of St. Laurence

- Assisted in organising fundraising activities
- Undertook various clerical duties

Memberships

- Member of the Public Relations Society of Monash

Interests

- Skiing and playing soccer
- Reading autobiographies
- Asian cooking and art-house movies

Referees

Mr Regina Mahoney

Manager

Sportsgirl

321 Creek Drive

Dandenong VIC 3167

Telephone: (03) 7823 6700

rm@videoezy.com.au

Ms Jane Smith

Manager, Public Relations Department

Peninsula Health

100 Acland Street

Frankston VIC 3182

Telephone: (03) 9534 3333

js@phealth.org.au