

Cassie Smith

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OBJECTIVE Seeking an account management internship to use my writing and organizational skills.

EDUCATION **Robert Morris University**, Moon Township, PA
BACHELOR OF ARTS IN COMMUNICATION, Expected May 2019
Concentration in Advertising; Minor in Public Relations

- * 3.77 Cumulative GPA
- * National Society of Collegiate Scholars

SKILLS

Writing: Press releases, PSAs, feature stories, media scripts, media advisories, budgets, Gantt charts
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 2018 – May 2018
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 2017 – December 2017
BIG SKY BROADCASTING, Pittsburgh, PA

- * Assisted with creation of content for social media platforms.
- * 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**, Spring 2018

- * 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, Fall 2017

- * Contributed to a group project focused on medical ad analysis.
- * Identified and defined target audience.
- * Analyzed the advertisement's hidden messages.
- * Provided data included in a poster displayed at a national conference.

ACTIVITIES RMU Ad Club, Fall 2015 – Present

- * President, Fall 2017 – Present

Public Relations Student Society of America, Fall 2016 – Present
First Year Student Mentor, Fall 2017