

Andre Advertiser

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Natural Leader | Strategic Thinker | Meticulous Planner | Results Driven

Media Experience

Social Media Manager, *Oregon Duck Football News*, Eugene, OR Mar. 20XX - Current

- Increased Twitter activity to create more communication with public by implementing, “Prediction Friday’s,” “Post Game Follower Questions” and “What You Learned Sunday’s” which led to 3,000 new followers
- Integrated social media into WordPress website redesign by embedding Twitter feed directly into site

Producer, *Cumulus Broadcasting*, Eugene, OR Mar. 20XX – Dec. 20XX

- Determined local newsworthy content for on-air daily sports talk show for 120 shows
- Maintained show structure to ensure correct timing of paid advertisements by communicating the remaining time in each segment with host while on air
- Communicated with over 40 guests to ensure successful interviews through three to four-minute briefings prior to putting guests on air
- Screened approximately 50 phone calls for content worthy of airtime

Programing Intern, *Alpha Broadcasting*, Portland, OR Jan. 20XX – Mar. 20XX

- Catalogued, stored and disbursed 120 interview audio clips to provide guests with content for portfolio use and facilitate guests' return to the show
- Edited and uploaded 108 hours of audio to podcast website using Adobe Audition
- Prepared high-profile guests for live on-air interviews by going over interview topics
- Archived over 60 hours of audio content for the John Lund Show to increase show accessibility for listeners

Leadership Experience

Team Leader, *Breast Cancer Warrior Foundation*, Eugene, OR Sept. 20XX – Dec. 20XX

- Managed nine-person student public relations research team assessing the awareness of clinical trials
- Scheduled and led five client meetings by coordinating times and locations
- Skillfully addressed client expectations and negotiated compromises to meet client and team needs
- Developed research plan that allowed team to maximize value of information provided to client by collecting and analyzing 400 survey responses

Infantry Marine, *United States Marine Corps*, Camp Pendleton, CA Jul. 20XX – Jul. 20XX

- Served two combat tours as an Infantry Marine; first tour during initial invasion of Iraq
- Led platoon of mobile security team during second tour and awarded the Navy/Marin Corps achievement medal
- Managed day-to-day operations of 40-person team and \$16 million of equipment

Skills

Final Cut Pro, Word, Photoshop, InDesign, Pages, Keynote, NewsBoss, Adobe Audition, PowerPoint WordPress, Twitter, Instagram, Facebook

Education

University of Oregon, Eugene, OR
Bachelor of Arts| Major, Advertising | Minor, Business Administration

Expected Jun. 20XX