

PAT A. SMYTHE

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EDUCATION

Florida Gulf Coast University, Fort Myers, FL

May 20XX

Bachelor of Arts in Communication

GPA: 3.65

- Concentration in Public Relations
- **Relevant coursework:** Advanced Public Speaking, Journalism, Organizational Communication Behavior, Communication and Negotiation: Power & Tactics, and Interviewing

Florida Southwestern State College, Fort Myers, FL

May 20XX

Associate of Arts in General Studies

INTERNSHIP EXPERIENCE

Gulf Coast Cruise Line

Naples, FL

Community Relations Intern

August 20XX – December 20XX

- Drafted and distributed press releases to various media outlets in order to highlight company's work with local charities
- Developed contacts at local radio and television stations resulting in a comprehensive network to aid in event coverage
- Created marketing ads and advertising literature for new company brochures in order to help promote Gulf Coast Cruise Line and its subsequent events
- Served as a company liaison at the local chamber of commerce events
- Researched competitors to identify gaps in the marketplace and suggest sales opportunities resulting in an increase of revenue by over 8% from the previous year

LEADERSHIP EXPERIENCE

Florida Gulf Coast University Student Government | *Social Media Director*

August 20XX – Present

- Managed social media platforms (Facebook, Twitter, Instagram, Snapchat) reaching over 8,000 followers
- Scheduled posts to increase awareness of events and create a loyal following
- Provided mentorship and training to Social Media Staff and collaborated with other Student Government officials to determine PR strategies and areas of emphasis

Florida Gulf Coast University | *Teaching Assistant for PR Strategies*

January 20XX – April 20XX

- Reviewed teaching materials prior to class in order to answer any questions from students
- Worked directly with students and assisted with day-to-day activities such as organizing, planning and lecturing to a class of 20 students
- Managed online course materials on Canvas and took class attendance each day

ADDITIONAL WORK EXPERIENCE

Server, **The Beachside Restaurant**, Fort Myers, FL

July 20XX – Present

- Deliver friendly and efficient service to all guests suggesting menu items and preparing specialty drinks according to corporate specifications to ensure a pleasant dining experience

Sales Associate, **FSW University Bookstore**, Fort Myers, FL

August 20XX – May 20XX

- Assisted customers and consumers in the location of product merchandise that would best meet their needs
- Provided excellent customer service and prompt problem resolution to increase customer satisfaction