

Erika Explorer

1 Ben Franklin Drive ▪ Philadelphia, PA 19104
name@student.lasalle.edu ▪ 215.123.4567
linkedin.com/fullname

EDUCATION

La Salle University, Philadelphia, PA

Bachelor of Arts

Expected May 20XX

Major: **Communication**; Concentration: **Public Relations**

- GPA: **3.74** (Major); 3.65 (Overall)
- Awards: Founder's Scholarship, Dean's List Fall 20XX – Spring 20XX

RELEVANT EXPERIENCE

Media Company, Inc., Philadelphia, PA

Public Relations Intern

Sept. 20XX – May 20XX

- Assisted in event preparation, registration and 'day-of' logistics for four signature events, each drawing close to 2,000 attendees
- Updated company Twitter handle (5-10 tweets per week), using Google Analytics to monitor performance
- Increased Twitter followers by 40% in 1 year

La Salle University Students' Government Association, Philadelphia, PA

Vice President of Publicity

Sept. 20XX – Sept. 20XX

- Increased membership of SGA by 25% through new media and recruitment campaign
- Created and publicized first ever Student Appreciation Day for student body of 7,000

WORK EXPERIENCE

La Salle University Office of Financial Aid, Philadelphia, PA

Office Assistant

Sept. 20XX – Present

- Organize office documents; process checks into Banner Software System
- Provide a high level of confidentiality due to services offered in Financial Aid

LEADERSHIP & ACTIVITIES

Student Volunteer Association, *Membership Chair*

Fall 20XX – Present

- Promote involvement and manage communication between students by creating flyers, portal announcements, and sending out emails to members
- Increased membership by 20% in 1 year

African American Student Alliance, *President* (Spring 20XX-Present), *Member*

Fall 20XX – Present

- Preside over meetings and liaise with the La Salle community in order to promote diversity and unity among peers
- Coordinate annual MLK Day Event with an approximate attendance of 150+ patrons, which includes securing lecturers, hiring vendors, and overseeing event set-up and break-down

Christmas Wrapping for Kids, *Volunteer*

Winter 20XX & 20XX (Seasonal)

Susan G. Komen Race for the Cure, *Volunteer*

Fall & Spring 20XX

SKILLS

Computer: Microsoft Office (Word, Excel, PowerPoint, Publisher), Google Analytics, Google AdWords

Language: Bilingual in English and Spanish