

Catherine Communications

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EDUCATION

University of Tennessee, Knoxville

Bachelor of Arts, Advertising

Minor: French | Collateral: Digital Media

Knoxville, TN

May 20XX

Cumulative GPA: 3.40/4.00

RELEVANT COURSEWORK

Advanced Graphic Communications, Media Planning, Editing and Production, Marketing Strategies and Decision Making, New Media Analytics, Public Relations Communications, Web Programming

TECHNICAL SKILLS

Software: Adobe InDesign, Photoshop, Illustrator, Premiere Pro, After Effects; Microsoft Office

Web & Programming: HTML, CSS, JavaScript

Analytics: Google Analytics, Hootsuite

COMMUNICATIONS EXPERIENCE

Communications Assistant, Information Security Center | Knoxville, TN

August 20XX - Present

- Update website content to improve accessibility for campus users
- Create and edit digital content using HTML and design tools to enhance user experience across web pages
- Coordinate communication projects with five team members using Microsoft Teams to meet deadlines
- Train peers on website editing tools to increase team confidence and improve content management consistency

Assistant Editor/Writer, The Daily Beacon | Knoxville, TN

August 20XX - Present

- Write 2–3 articles weekly in AP style covering campus news, student life, and local events
- Report on events by conducting interviews, verifying sources, and producing accurate, deadline-driven content
- Pitch original story ideas to editorial leadership, resulting in published features across multiple content areas
- Promote to Assistant Editor within 6 months based on strong writing quality and editorial contributions

Production Assistant Intern, WBIR Channel 10 | Knoxville, TN

May 20XX - August 20XX

- Edited video footage and supported post-production using Adobe Premiere Pro for broadcast segments
- Coordinated schedules and logistics for a 10-person production team to ensure smooth daily operations
- Prepared scripts and briefing materials to support accurate, timely on-air content

PROJECT EXPERIENCE

Public Relations Campaigns Course, UTK Student Organization Social Media Campaign May 20XX - August 20XX

- Developed a targeted social media strategy using audience analysis and content planning, increasing followers by 100+ within 2 months
- Analyzed engagement metrics using Google Analytics, driving a 32% increase in web traffic
- Designed branded promotional materials using Adobe InDesign and Illustrator to strengthen campaign messaging and ensure visual consistency
- Executed a content calendar and posting strategy using social media management tools, improving consistency and audience engagement

INVOLVEMENT EXPERIENCE

Women in Media

May 20XX – Present

- Connect with industry professionals through meetings and events to build awareness of media careers
- Participate in professional development programming to strengthen communication skills

AdClub

January 20XX – Present

- Create portfolio samples through hands-on workshops applying advertising and marketing concepts
- Engage in programming to strengthen skills in branding, campaign strategy, and content creation