

Jamie Travis

www.jamie-travis.com
jtravis16@gmail.com
544 Watters Rd
Hackettstown, NJ 07840
(c) 908.343.8489

PROFILE Personable and well-rounded public relations professional seeking a challenging and stimulating career in the communications field. Experience with rebranding of organizations and press release writing. Excellent writer and proofreader. Skilled communicator. Known by superiors and peers as a quick learner and active listener. Exceptionally organized and always looking for a new challenge.

EXPERIENCE

Tipton Communications (Newark, DE)

Public Relations Intern | February 2010

- Rebranded local nonprofit organization
- Compiled and maintained media databases
- Researched and developed social media plans
- Monitored news coverage and revised media updates
- Proofread copy, press releases, and publications
- Press release writing

American Red Cross (Somerville, NJ)

Public Relations Intern | Summer 2009

- Wrote press releases daily to be picked up by local media outlets; published articles weekly
- Introduced various social media: gained 38 followers on Twitter in 6 weeks; increased Facebook visibility 600%; blogged weekly on events and news
- Created flyers, brochures, and marketing materials for training programs; established templates for each, consistent with the new brand of the chapter
- Worked on a project basis for the Public Relations firm, Percepture, performing market research

Delaware Breast Cancer Coalition (Wilmington, DE)

PR Campaign Planner | February - May 2009

- Developed a campaign plan for local nonprofit as part of a service learning advanced PR course
- Outlined 5 objectives to be implemented using a day by day calendar; performed accompanying research
- Created media kit, new logo, and templates for marketing materials

Frank's Pizzeria & Restaurant (Mansfield, NJ)

Hostess/Waitress | 2004 - 2010

- Tended to customers and marketed menu items to increase profits
- Managed employee scheduling and redesigned menus utilizing graphic arts programs

RELEVANT SKILLS

- Extensive knowledge of Microsoft Office programs
- Adobe: Photoshop, Dreamweaver, InDesign
- Quark Xpress; Qualtrics; Social networking
- Knowledge of basic HTML, CSS, and JavaScript
- Basic film editing: Avid, iMovie, Final Cut
- Proficient in the French language

EDUCATION

The New School (New York, NY)

MA in Media Studies | Degree in Progress

- GPA: 4.0
- Study Abroad to Paris, France (June 2010)

University of Delaware (Newark, DE)

BA in Mass Communication | Fall 2009

- GPA: 3.562
- Minors in Interactive Media, Journalism
- Certificate of Business Essentials
- Study Abroad to Italy (Winter 2008)
- Study Abroad to Cannes, France (Winter 2009)

ACTIVITIES

Public Relations Student Society of America

Special Events Coordinator | Fall 2008 - Spring 2010

- Head of event planning committee and planning club events; created and maintained website

B.L.U.E. Advertising Club

Member of Creative Team | Spring 2009 - Fall 2009

- Created advertisements for campus organizations

UDress Magazine

Writer | Spring 2006 - Fall 2007

- Wrote feature articles and helped plan events for the campus fashion magazines

The Review

Writer | Fall 2007, Spring 2009

- Pitched and wrote news and features articles for campus newspaper; occasional guest columnist

Water for Schools

Founder | Fall 2009

- Raised \$422 for charity: water, a nonprofit, to bring clean drinking water to third world countries

University of Delaware Club Field Hockey

Member, Webmaster | Fall 2007 - Fall 2009

- Weekly commitment of 3 practices and 1 game

HONORS

- New School Departmental Merit Scholarship
- Dean's List: Fall 2006 - Fall 2009
- Lambda Pi Eta (Communication Honor Society)