

# Erika Explorer

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 Coursework: (optional) Class 1, Class 2, Class 3

## RELEVANT EXPERIENCE

---

**Media Company, Inc.**, Philadelphia, PA

*Public Relations Intern*

September 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*

September 20XX – September 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*

September 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*

October 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*

August 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, *Seasonal Volunteer*

December 20XX – December 20XX

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

October 20XX & October 20XX

## SKILLS

---

**Computer:** Microsoft Office (Word, Excel, PowerPoint, Publisher), Google Analytics, Google AdWords, Qualtrics, SurveyMonkey, Microsoft Outlook

**Language:** Bilingual in English and Spanish