
Annie Anderson

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Professional Objective

A dedicated Undergraduate student seeking a full-time position with a public relations agency that will allow me to exercise my interpersonal, creativity and event management skills.

Summary of Qualifications

- Creative professional with expertise in all aspects of successful event and program planning
- Ability to effectively collaborate in a team setting and work independently
- Strong attention to detail, problem-solving and follow-through capabilities
- Demonstrated written and oral communication skills
- Proficient in Access, Excel, PowerPoint, and Outlook
- Advanced knowledge of Adobe Photoshop

Education

University of Guelph-Humber

Toronto, Ontario
2010- Present

University of Guelph

- Honours Bachelor of Applied Arts

Humber Institute of Technology and Advanced Learning

- Diploma in Media Communications, with an emphasis in Public Relations

Work Experience

Sports Today Magazine

Mississauga, Ontario

Public Relations Intern

May 2012-August 2012 (Summer Position)

- Contacted journalists and members of the press to pitch story ideas and creative concepts
- Prioritized and coordinated multiple assignments including press releases, media advisories and media kits
- Assisted with the planning and implementation of various social media and marketing initiatives

Grayrock Communications Inc.
Marketing and Communications Assistant

Toronto, Ontario
September 2011- April 2012

- Assisted the President, Creative Director and sales force of 7 in developing targeted messages to promote the company's services
- Contributed ideas during meetings and translated concepts into written materials such as brochures, advertisements and creative designs
- Entered and updated all contact profiles into spreadsheets for up to 500 clients

Canadian Cancer Society
Fundraising and Event Assistant

Toronto, Ontario
October 2010- August 2011

- Maintained inventory of supplies and prepared fundraising and event materials
- Assisted with the Daffodil Campaign and Relay for Life event
- Collected, coordinated and developed fundraising data and reports for fundraising events

Volunteer Experience

Habitat for Humanity
Office Volunteer

Toronto, Ontario
October 2011- November 2011

- Assisted with data entry
- Updated information on the Habitat for Humanity website such as blogs and newsletters
- Responsible for administrative duties such as faxing, filing, and printing

Certifications

- Adobe Photoshop Professional Certificate Toronto, Ontario, 2012

Accomplishments and Awards

- University of Guelph-Humber Student Leadership Scholarship Toronto, Ontario, 2012
- University of Guelph-Humber Merit Entrance Scholarship Toronto, Ontario, 2010

Adapted from Source:

Yate, Martin. "Media and Public Relations." *Knock 'em Dead Résumés: Smart Advice to Make Your Online and Paper Résumés More Productive*. 8th ed. Avon, MA: Adams Media, 2008. 190-92. Print.