

Michel B. Sophomore

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PROFESSIONAL PROFILE

College senior with work experience in Public Relations, Email Marketing and Event Planning seeks career/internship opportunity in **Marketing, Advertising or Brand Management**. Preferred industries are **blank, blank and blank**

EDUCATION/TRAINING

HBCU College University, Atlanta, GA **Rising Senior, Overall GPA 2.5; Major GPA X.X** Graduation May 2013

- BA in Business Marketing, Concentration in Public Relations Management; Minor in Fashion

Miami Port College, Miami, FL **Freshman & Sophomore GPA 3.18/4.0** Fall 2008 to Fall 2010

- Pursued Associate in Arts Degree in Liberal Arts

SKILLS

- Excellent ability to work in onsite or virtual team environments to maintain professional working relationships at all levels with multiple constituencies; Excel at verbal and written communication to effectively impact outcomes
- Proficient in MS Office; Associated Press Style (APA) and Modern Language Association (MLA), Proficient in MS Office, Excel, PowerPoint and Adobe Illustrator,
- Ability to develop Public Relations proposals, identification of core problem/opportunity, goals, objectives, branding strategies, tactics, calendar and budget.
- Experience identifying the characteristics of news writing, news releases, basic methodology in mass communication

PUBLIC RELATIONS WORK

ZippBuzz.com **Writer** **Spring 2012 to Current**

- **Write one or two sentences about what you do, include terms like social media, virtual communication, promotions to 18-24 demographic.**

PR Events Coordinator **Captain Community Gospel Team** **2011 to Current**

- Planned programs, activities, community service and fund-raising events; Arranged venues, guest speakers and travel arrangements for on/off campus activities; aggressively gathered information on each project to achieve quality event productions; proposed ideas to improve the planning and implementation process; Closed out all events as required.

PR Manager **HBCU College University Newspaper** **Fall 2011 to Spring 2012**

- Acted as a liaison between College Newspaper and other businesses; Created subscriber accounts within new media outlets; Increased distribution by (x %) by developing a campus team to distribute newspapers around campus and to local businesses; Assisted street team with special appearances by celebrities, authors, and city officials.

PROFESSIONAL EXPERIENCE

Retail Sales Associate, Bleu Cardin, **City XX** 12 /2011 to 03 /2012

- Scheduled private shopping appointments with high-end customers to ascertain needs and recommend relevant merchandise; Provided advice, styling tips and maintained superior product knowledge to increase sales

Cashier, Mini's Market, **City, XX** 09/2009 to 04/2010

- Processed payments; assisted customers; resolved complaints; processed merchandise returns and exchanges; maintained clean and orderly checkout areas and stocked shelves, and mark prices on shelves and items.