

Terry A. Williamson

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OBJECTIVE

Promotions Planner

EDUCATION

BACHELOR OF ARTS IN PUBLIC COMMUNICATION, MAY 20XX

State University College at Buffalo, New York

Overall GPA 3.4/4.0

RELATED EXPERIENCE

PROMOTIONS ASSISTANT, SPRING 20XX

Buffalo Bisons Baseball, Buffalo, New York

- Planned and coordinated various special events and game day activities, including Opening Day Parade
- Acted as liaison between office and media representatives
- Trained and supervised a staff of 25 temporary workers for a promotional mailing

PUBLIC RELATIONS INTERN, FALL 20XX

Greater Buffalo Partnership, Buffalo, New York

- Wrote various press releases, including an informational brochure for CareerFest, an event for the Campaign for a Greater Buffalo
- Organized and distributed 500 relocation kits
- Updated and maintained press files on a daily basis

CHAIR, HOMECOMING COMMITTEE, FALL 20XX

State University College at Buffalo, New York

- Planned and implemented all special events for Homecoming
- Recruited 20 volunteer staff members
- Administered and monitored budget and expenditures in excess of \$12,000
- Coordinated all publicity and promotions: wrote event programs, designed posters and ordered give-away items
- Initiated contact with local dignitaries to encourage involvement with Homecoming celebration
- Supervised all sub-committee chairs on a weekly basis

CHAIR, COMMUNITY/PUBLIC RELATIONS COMMITTEE, OCTOBER 20XX-MAY 20XX

United Students' Government, State University College at Buffalo, New York

- Recruited students to attend weekly senate meetings
- Increased gallery attendance by 25% through various campaigns and promotional events

EMPLOYMENT EXPERIENCE

STUDENT ASSISTANT, SEPTEMBER 20XX-MAY 20XX

Career Development Center, State University College at Buffalo, New York

- Interacted with students to assess needs and provide appropriate services
- Handled and processed student confidential reference files

STUDENT ORIENTATION LEADER, SUMMER 20XX

Orientation Office, State University College at Buffalo, New York

- Conducted orientation information sessions with large groups of incoming students
- Acted as an institution representative and resource person while interacting with new students and their parents

COMPUTER SKILLS

Microsoft Word, Publisher, PowerPoint, Excel, Access, Adobe PageMaker