

Anna R. Johnson

Professional.Email@gmail.com | 304-216-8304 | 3538 University Avenue, Morgantown, WV 26505

Event Planning Skills

- **Accomplished negotiator**, able to secure lower rates with vendors, caterers, etc.
 - **Creative and organized professional**, excited to plan events designed to meet various goals, such as fundraising, public awareness, customer appreciation, and new product launches.
 - **Experienced writer**, qualified to produce professional press releases, reports, flyers, advertisements, and social medial promotions.
-

Education

West Virginia University, Morgantown, WV
Bachelor of Arts in Strategic Communications

May 2017 (Expected)

- Area of Emphasis: Public Relations
- Classes in strategic event planning, creative design & strategy, and audience insight & analysis

Internship Experience

Event Planning and Fundraising Intern
United Way of Cincinnati, Cincinnati, OH

May 2016–August 2016

- Helped plan and execute three fundraisers for the Annual Campaign: Holiday Ball, Spring Fling Thrift Sale, and Summer Splash-n-Spin 5K
- Exceed fundraising goal by 5%
- Revitalized theme for existing events; created social media buzz around new “look and feel”
- Negotiated with vendors to decrease overhead, thus increasing profit
- Created step-by-step event planning guide for future interns and full-time staff

Campus Ambassador
Coca-Cola, Morgantown, WV

September 2015–April 2016

- Established student engagement goal per semester independently
- Organized promotional events to increase sales of Coca-Cola products; events were designed to either capitalize on brand loyalty or attract new customers with loyalty to other brands
- Prepared and provided weekly progress reports to program manager via Skype

Work History

Front Desk Clerk, *Hotel Morgan*, Morgantown, WV

June 2013–August 2015

Extra-Curricular Activities

PRSSA, *Vice President and Member*

2014–Present

- Organized fundraising 5k for Cancer: 250 participants, raised \$1200+ (50 percent higher than previous year)
- Fashion Show and Etiquette Dinner Co-Chair: organized event for 175 students and faculty

Resume Writing: Event Planning

A resume is a one or two page list of important information about your education, job history, and skills. It is not important that it include everything you have ever done, but it should include all significant experiences. If you worked for a month at a job you disliked and quit, that is not significant. If you have worked during the summer (or more than one summer) as a camp counselor, that is a significant experience, especially if the job you are trying for involves children. Ask yourself: did I do this activity for a significant amount of time? Did it offer any experience an employer might think is valuable?

Event planners are expected to be concerned about appearances, and that extends to the appearance of your resume. Good paper, neat printing, and an attractive layout will mean a lot to your prospective employer. They will be reluctant to hire anyone who seems sloppy or poorly prepared. If your skills include marketing or advertising, your resume is essentially the foremost example of your work—if you can't sell yourself, how well could you sell anything else?

Order of Information

Everything should be listed from present to past—your most recent degree at the top of the “education” section, your current job at the top of the “experience” section.

1. Contact information (name, address, phone, e-mail)
2. Profile or Summary (identify yourself as a sales person, marketer, event planner—or several of these things; summarize your qualifications—this is an ad about you, make it good)
3. Education (name of school, degree, major, month and year of graduation, GPA if it is impressive—3.0 or more, optional: list some relevant courses, special projects, etc.)
4. Experience (jobs and internships, include job title, company name, the amount of time at the jobs, and at least three sentences that explain what your duties were on the job)
5. Activities and Honors (volunteer work, academic honors, clubs, fraternities, etc.) Sales people have a lot of respect for fraternity/sorority activities and team sports
6. OPTIONAL: Skills (languages, computer software, office or lab equipment, DO NOT include vague statements about “communication skills” or “good with people”)

Explaining Job Duties

Most writers find describing the job duties difficult, but it is of the utmost importance to do it well. It is safe to assume that few people know what other people's work entails, you need to spell it out for them. Prospective employers will look at your former duties to see if they are similar to what they want you to do for them, the more that they match, the more you seem like the right person for the job.

Start each duty description with a verb, use specific numbers whenever possible, and avoid using “I”. Don't worry if you are writing in fragments rather than whole sentences. Focus on any activities where you raised money, sold products or services, or dealt with a variety of people

Examples

BAD: “I was a fundraiser for Special Olympics”

GOOD: “raised approximately \$2000.00 personally during a one day phone call drive for Special Olympics”

Common Verbs for Job Duties

Analyzed	Designed	Evaluated	Inventoried	Processed	Supported
Arranged	Developed	Facilitated	Negotiated	Received	Supervised
Built	Encouraged	Implemented	Organized	Sold	Wrote