

MITCH GREENE

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EDUCATION

Bachelor of Arts in **Strategic Communications**

May 2022

Elon University – Elon NC

GPA: 3.7

Honors: School of Communications Fellowship – Highly competitive four-year leadership and professional development program awarded to students in high academic standing and showing promise in becoming leaders in the field of communications

Riverside High School

May 2018

Durham, NC

GPA: 3.8

RELEVANT CLASS PROJECTS

Creating Multimedia Content Course - Elon University

Spring 2019

- Utilized Photoshop to create promotional ad for mock client
- Created photo essay utilizing Final Cut Pro
- Developed professional online website showcasing audio, video and design work

Media Writing Course - Elon University

Fall 2019

- Researched topics, conducted interviews and wrote hard news and feature stories
- Wrote press releases and scripts for broadcast
- Created and maintained blog focused on college related issues such as mental and physical health, adjusting to college life and school/life balance

SKILLS

Media: Photoshop, InDesign, Illustrator, Final Cut Pro, WordPress, Facebook, Twitter

Computer: Microsoft Word, Excel and PowerPoint

Languages: Spanish (intermediate level)

LEADERSHIP

Public Relations Student Society of America (PRSSA)

Elon University

Marketing Committee Chair

Fall 2019-Present

- Collaborate with other leadership to create marketing concepts and strategies for PRSSA events and conferences
- Created successful Facebook fan page marketing strategy garnering over 200 “fans” and increasing annual conference attendance by 25%
- Create posters and produce videos promoting upcoming events

WORK EXPERIENCE

Center for Race, Ethnicity and Diversity Education (CREDE)

Elon University

Student Worker

Fall 2019-Present

- Created and maintain CREDE Instagram profile informing “followers” of upcoming events, relevant issues facing diverse student populations and career development events; created engaging content increasing followership by 27% over the first 60 days of management
- Assist in the planning and facilitation of events such as the Black Alumni Network Meet & Greet, Professional Development Series and holiday parties
- Provide information to office visitors, answer phones and perform various administrative duties