

To Whom It May Concern:

I'm a prime candidate for a dynamic position because I have an innovative soul, strategic mind and three-years of diverse experience as a communications professional. I'm currently a part-time media relations practitioner and writing specialist for a variety of national client campaigns, including those in the political, alternative health and entertainment fields. Now, I'm excited to become part of a team where I can apply my talents and develop new skills on a full-time basis.

My exciting journey in the communications industry led me to South Florida where I had the opportunity to coordinate regional campaigns for a national homebuilder at Omnicom's retail-driven advertising agency. The crumbling housing market left me unemployed but with a breadth of experience in interactive Web and print advertising, as well as managing projects with ever-changing priorities and tight deadlines.

With much success, my drive to continuously challenge myself paved the way for me to publish numerous feature stories, press releases, blogs, letters to members and more. Additionally, I've have had exciting opportunities to gain social media, event planning and fundraising skills at three nonprofit organizations and was the research lead on Sweetbay's first walk-in-clinic concept. These accomplishments were preceded by my passion for learning and experiencing new things, which also led me to study abroad in Spain, complete mission work in Haiti and travel to five additional countries.

I believe everyday is an adventure, every challenge an opportunity and every dream a possibility. Please allow me the opportunity to prove why I would be your best hiring decision this year. I look forward to hearing from you and will follow up soon. Thank you for your consideration.

Sincerely,

Jessica Summers
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Industry Experience

Media Coordinator

1/2008 - Present

Pitch Inc.

- Manage national radio, television, print and Internet campaigns, while exceeding target goals and deadlines
- Develop pitches and secure key placements for client initiatives and successfully completing 10 client campaigns
- Pitch stories and build relationships with producers, reporters and bloggers, as well as create online event listings
- Secure more than 150 radio interviews across the country, equating to more than 3 million impressions
- Compile media placement reports, press kits and mailings; maintain online media database records on Cision

Account Coordinator

4/2010 – 7/2010

Zimmerman Advertising Partners - Lennar Homes

- Liaison between client, legal, graphic artists, Web designers, vendors and task manager for Chicago and Minnesota areas
- Oversaw and coordinated the completion of six campaigns and four community events, producing more than 15 eblasts, 90 Web banners, three Web pages, 35 print ads, six community signs, five direct mail pieces and 15 flyers

Research Manager

8/2009 – 12/2009

University of South Florida College of Nursing

- Responsible for leading a five-member team in research development for a student-led public relations campaign
- Designed quantitative surveys executed among 380 consumers to determine perceptions and behaviors
- Developed full public relations plan defining strengths, weaknesses, threats, opportunities and recommendations
- Created a brochure, outdoor display, point-of-sale and direct mail pieces using InDesign and Photoshop

Communications Intern

6/2009 – 10/2009

Tampa Bay Businesses for Culture and the Arts (TBBCA)

- Coordinated with government agencies and business leaders to foster support for arts and culture
- Wrote a grant, a speech, two press releases and a letter to members encouraging volunteer efforts
- Updated social media content on Facebook, Twitter and Brand Tampa to communicate with members
- Constructed catalog of 120 arts organizations to be used as an online communications link between businesses and artists

Feature Writer

1/2009 – 5/2009

The Oracle

- Published eight print and online feature articles as a reporter for the University of South Florida, the No. 1 rated college daily newspaper in the Southeast (circulation 40,000)

Fundraising Committee Member

1/2008 – 10/2008

Big Cat Rescue

- Secured \$2,500 sponsorship from Outback Steak House's corporate office (OSI) and an additional \$3,000 in product/service donations to help net more than \$120,000 at its annual fundraiser

Expo Coordinator

8/2007 – 11/2007

Public Relations Student Society of America (PRSSA)

- Planned, funded and promoted an award-winning student health and fitness expo event, netting more than \$2,000
- Executed a grassroots and viral marketing promotional effort, and secured vendors, sponsors and entertainment

Education

- **Bachelor of Arts in Mass Communications** - Public Relations, University of South Florida, Tampa, FL 12/2009
- **Study Abroad Program** - Language and Culture, Universidad Complutense, Madrid, Spain 7/2008

Scholarships

- Awarded more than \$20,000 from Florida Bright Futures, Polk Education Foundation and Glenn Hazel & Paxson Morrison for academic achievement, community involvement, leadership and writing skills