

# ROBERT FREELANCE

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## EDUCATION

Bachelor of Science in Journalism, News and Information Emphasis; Minor in English May 20XX  
*The University of Kansas - Lawrence, KS*

## RELEVANT WORK EXPERIENCE

Marketing Specialist (in the Business Leadership Program), *ABC PR Firm* – Anytown, KS March 20XX-Present

- Work directly with the marketing services director on many PR and marketing-related projects and reports
- Write multiple press releases, case studies, newsletter articles, blogs and scripts for the marketing team
- Vastly improved telecommunication skills by making thousands of calls in the company call center
- Created PR initiative for two clients

Freelance Reporter, *City Business Journal* – Anytown, KS January 20XX-Present  
*A paper with a strong local emphasis that focuses on all things business-related: 20,400 circulation*

- Research and write stories about business, finance, law and accounting
- Stories total around 800 to 1000 words and appear both in print and online

Intern, *The Press Club of Metropolitan City* – Anytown, KS August 20XX-December 20XX

- Helped organize and recruit people to attend the 20XX Media Person of the Year event honoring longtime baseball team broadcaster, which drew a crowd of more than 500 people
- Wrote an article on the event, which was published by the *Large City Newspaper*
- Designed, wrote and edited the Press Club's newsletter as well as various press releases

Books Editor, *ABC Magazine* – Anytown, KS January 20XX-May 20XX  
*A smart, weekly city magazine based in a college town. Main demographic: 18-35, 12,000 readers*

- Coordinated with a staff of more than 50 photographers, designers, writers and fellow editors
- Conceptualized and edited two 5,000-10,000 word feature stories
- Pitched original content, set up interviews, pre-reported stories and fact-checked articles
- Consistently hit multiple deadlines and worked on three different issues every week

Media Intern, *University Athletics Department of Media Relations* – Anytown, KS August 20XX-May 20XX

- Served as primary media contact for 20XX cross country team and wrote blurbs, bios and meet recaps
- Wrote and edited online content, including three features on senior football players
- Kept stats, transcribed player and coach quotes and assisted media members during home football games

Sales Representative, *Collegetokens.com* (an Internet text messaging coupon service) May-August 20XX

- Sold online advertising to various businesses and restaurants
- Pitched 15-minute presentations to clients showing the benefits of text-messaging ads

Enterprise Reporter, *Small City Newspaper* – Anytown, KS January-May 20XX  
*A daily newspaper covering all things in the city and surrounding area: 40,000 readers*

- Wrote two cover story feature articles, one a 1200-word profile and one a 2000-word investigative piece
- Searched for and reported stories with little editorial guidance

## ACTIVITIES

Big Brother, *Big Brothers, Big Sisters of ABC County* – Anytown, KS 20XX-Present  
Member, *KU Society of Professional Journalists* – Lawrence, KS 20XX-Present