

Phillip Smith

Denton, TX
linkedin.com/inphillipsmith/

123-456-7890
psmith@gmail.com

PROFESSIONAL PROFILE (~3 Sentences)

Results-oriented communications professional with a proven track record of crafting impactful messages and driving strategic communication initiatives. Adept at developing and executing comprehensive communication plans to enhance brand image and stakeholder engagement. Strong background in managing internal and external communications across various platforms. Demonstrated ability to distill complex information into clear and compelling narratives.

CORE COMPETENCIES (Soft Skills)

Active Listening | Public Speaking | Innovative Thinking | Networking

TECHNICAL SKILLS (Computer Software packages/programs)

Project Management | Email Marketing | Podcasting | HTML/CSS | Adobe Suite

EDUCATION

Bachelor of Arts in Communication Studies
University of North Texas, Denton, TX

GPA: 3.4
Expected Graduation Date: May 2026

Relevant Coursework: Intercultural Communication, Media Production, Communication Research Methods
Certifications: Hootsuite Social Marketing Certification, Google Analytics Individual Qualification

EXPERIENCE (Jobs, Internships, and Relevant Class Projects)

Deloitte

August 2023 – Present
Fort Worth, TX

Communications Coordinator

- Plan and coordinate events, such as press conferences, product launches, and community outreach programs.
- Maintain and enhance the organization's brand image through consistent messaging and communication strategies.
- Develop and produce content for various communication channels, including press releases, newsletters, blog posts, and social media.

Denton City Hall

May 2023 – August 2023
Denton, TX

Human Resources Intern

- Assisted in the preparation of HR documents, such as employment contracts and policy manuals.
- Organize and maintain HR documentation, both in physical and digital formats while ensuring confidentiality and accuracy of HR records.
- Assisted in the recruitment process by posting job openings, reviewing resumes, and coordinating interviews.

Dillard's

January 2019 – May 2023
Denton, TX

Sales Associate

- Greeted and assisted customers in a friendly and approachable manner while providing personalized assistance and fashion advice to customers based on their preferences and needs.
 - Met and exceeded sales targets through product knowledge, upselling, and cross-selling.
 - Ensured that the store is visually appealing by maintaining product displays and organizing merchandise.
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LEADERSHIP, CAMPUS & COMMUNITY INVOLVEMENT (remove if n/a, bullet points for significant contributions)

- Member, UNT American Marketing Association
- Volunteer, Denton Red Cross

Fall 2022 – Present
Spring 2023 – Spring 2024