

JAIMEE GEOFFREY-WHITE

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EDUCATION

Curry College, Milton, MA

Anticipated Graduation Date: May 2018

Bachelor of Arts

Major: Communication, Concentration: Public Relations and Corporate Communication

Minor: Applied Computing

GPA: 3.83, Dean's List (2014 – Present)

Honors: *Lambda Pi Eta, Alexander Graham Bell (Curry College)*

SKILLS

- *Software:* Microsoft Excel, Microsoft PowerPoint, Microsoft Word, Microsoft Access, Adobe Premiere, Adobe Photoshop, Final Cut Pro, iMovie, Bare Bones Software (HTML), CoverageBook, CisionPoint, Cision Public Relations, Hatchback, Hootsuite, ActiveCampaign, MailChimp
- *Social Media:* Instagram, Twitter, Facebook, LinkedIn, Pinterest, VSCO, Weebly, WordPress

EXPERIENCE

MSLGROUP, Boston, MA

January 2018 – May 2018

Public Relations Assistant, Intern

- Create social media content calendars
- Assist with weekly and monthly publicity reports
- Develop press releases and pitches
- Monitor news wires, key publications, and social media channels

IntelyCare, Quincy, MA

August 2017 – December 2017

Marketing Intern

- Designed company's blog through WordPress and HTML
- Created a blog post that generated 1,800 views and 36 comments
- Built various email and text message campaigns
- Grew company's Facebook followers from 401 to 744 in three months

French / West / Vaughan, Raleigh, NC

May 2017 – August 2017

Public Relations Assistant, Intern

- Composed press releases, press kits, and pitches
- Developed and published social media content across Facebook and Twitter for four clients, and two of the company's websites
- Grew client's Facebook page likes from 475 to 1,272 in two months
- Secured four radio on-air interviews for a client within one week

Hollywood Agency, Hingham, MA

August 2016 – May 2017

Public Relations Assistant, Intern

- Created media clippings for various clients
- Compiled media lists consisting of editors, reporters, and freelancers
- Documented social media monthly reports using Excel and PowerPoint
- Examined Facebook and Twitter analytics

VOLUNTEER WORK

- *Center for Career Development Internship Informational Seminar Panelist*, Milton, MA *2017*
- *Lambda Pi Eta Honor Society Internship Panelist*, Milton, MA *2016*

ACTIVITIES

- **CCPRSA President** - Curry College Public Relations Student Association *2017 – Present*
- **CCPRSA Program Director** - Curry College Public Relations Student Association *2015 – 2017*
- **Content Creator for The Odyssey** – Curry College Odyssey Online *2016 – 2017*