

SAMPLE COMBINATION RESUME: 1

Sam Lone

22 Lacewood Drive, Halifax, NS, B3S 1K3. (902) 425-6568. Sam.Lonel@msvu.ca

Education:

Bachelor of Tourism and Hospitality Management 2009
Mount Saint Vincent University, Halifax, NS

International Experience:

Youth for Understanding, Frankfurt, Germany 2008
" Won a Kellogg Canadian Scholarship to participate in a student cultural exchange program in Europe
" Lived with a German family, communicating in French, English and German
" Learned to adapt to a different culture

Human Service Experiences:

Murphy's on the Water, Halifax, NS 2007
" Provided guided tours of the city of Halifax to visitors
" Developed the ability to communicate effectively with individuals from various Backgrounds

Japan Camera Centre, Halifax, NS 2005-2007
" Sold cameras priced up to \$3,000 and exceeded sales quotas regularly
" Learned to deal effectively with the public and resolve problems with diplomacy

Marketing Research Group, Halifax, NS 2006
" Researched and developed a comprehensive marketing plan for a business course
" Presented and defended proposal to a committee of professional academics and peers; received positive comments on depth of research and strength of argument

Lifeguard Trainer Halifax, NS 2004
" Performed assistant duties including rescues and basic medical procedures
" Taught lifesaving techniques, aquatic skills and other water sports
" Earned Leaders Assistant Instructors Award for demonstrating outstanding teaching skills

Personal Accomplishments:

" Earned Dean's Honour list standing 2006-2009
" Public Speaking Award 2004

SAMPLE COMBINATION RESUME: 2

SUSAN MCKAY
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Halifax, NS, B3M 2J6
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Susan.mckay@msvu.ca

EDUCATION

Bachelor of Public Relations, Co-operative Education 2010
Mount Saint Vincent University, Halifax, NS
Winner, Kimberly-Clark Inc. "Bright Futures" Scholarship, 4 year value of \$20,000

CO-OPERATIVE EDUCATION EXPERIENCE

Communications Coordinator Fall 2009
School Lunch Association (SLA), St. John's, NL

- Interviewed individuals, organized focus groups; and developed strategic recommendations for communications based on research
- Organized the special event planning for Lunch with the Leafs, an annual luncheon with the St. John's Maple Leafs (AHL): liaised with team management, developed marketing materials; implemented publicity and advertising campaign.
- Developed newsletter, "Lunch Times", which is distributed to external stakeholders
- Coordinated advertising with graphic designer and wrote sponsorship proposals, fundraising letters, and media products for fundraising initiatives

Assistant Project Manager Winter 2008
Service Canada, Ottawa, ON

- Coordinated creation of 75 years of public pensions' Internet and Intranet sites: wrote majority of content; assisted graphic designers with layout and design
- Delivered PowerPoint presentation to Senior ISP Communications managers on a communication initiative
- Wrote media summaries distributed to ISP offices nation-wide
- Assisted in new media relations activities: wrote feature articles and profiles; contributed to media kits, media lines, fact sheets, and web site content

Communications Project Officer Summer 2007
Department of Fisheries and Oceans, St. John's, NL

- Coordinated development of Fisheries Exhibit in Terra Nova National Park: liaised with six branches, external partners, graphic designers and signage companies; inventoried materials; approved copy, layout and design; coordinated

- translation of materials.
- Wrote articles and public service announcements picked up by local media outlets

PUBLIC RELATIONS COURSE WORK AND TRAINING

Communication Skills

- Created and implemented a semester-long research project for the MSVU Co-op Office
- Developed a client pitch and proposal for communications course project
- Acquired experience in on-camera interviews and news conferences and wrote crisis communications plan
- Completed media kits, publications audits, readership surveys, and strategic communications plans for such clients as the Canadian Red Cross, Lifesaving Society, and the Department of Fisheries and Oceans

Technical Skills

- Proficient in Microsoft Word, Publisher, PowerPoint, Front Page and HTML
- Currently completing entry level photography courses at the Nova Scotia College of Art and Design
- Completed intermediate photography course in Ottawa
- Produced promotional video for Discovery Centre in Halifax

OTHER WORK EXPERIENCE

Festivals and Events Assistant/Marina Attendant	2005
Student Library Assistant	2004
Student Reporter	2003

ACHIEVEMENTS / ACTIVITIES

- Volunteer with YMCA Wellness Centre (Fundraising Committee) 2007- Present
- Volunteered with Children's Wish Foundation and Halifax International Buskers Festival 2008-2009
- Member of the Service Canada Student Social Committee 2008
- Associate Member, Scottish Dance Teachers Alliance 2006-Present
- Competitive Highland Dancer 2002-Present

References available upon request