

New Graduate/Specialized Field

KEISHA JONES

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PROFESSIONAL PROFILE

Public Relations specialist with experience in Advertising, Journalism, Sales, and Customer Service. Experienced in creating and implementing marketing strategies and project budget proposals.

EDUCATION

Master of Arts in Communication & Training, Concentration in Media Communication
Governors State University, Expected June 2009
Bachelor of Arts in Communications, Concentration in Public Relations
University of Wisconsin at Whitewater, May 2007

PUBLIC RELATIONS/WRITING PROJECTS

GOVERNORS STATE UNIVERSITY

Graduate Thesis- Screenplay: Sudden Reality, Winter 2008

- Authored a screenplay in full as thesis project. Includes an outline and entire script.

Broadcast Journalism, Winter 2008

- Produced reports to present on camera and reported with classmates in the style of a real newscast.
- Assisted with camera equipment for reporters to develop film and key grip skills.

Non-broadcast in TV Operations, Spring/Summer 2007

- Composed a training video for Walgreens Photo Department on DVD, including all aspects of production.
- Assisted in budget proposal and script revision suggestions that improved overall special effects imaging.
- Researched information on the costs of production companies, actors, equipment and set sites.

Videoconferencing, Winter 2007

- Designed a logo for the videoconference included on the script, flyers and University program.
- Facilitated meetings to plan stage set-up and initiated research for conference material.
- Contacted and followed up with members and guests of the conference to ensure client satisfaction.

UNIVERSITY OF WISCONSIN AT WHITEWATER

Royal Purple Newspaper- Feature Writer, Spring 2006

- Composed feature articles and debate stories dealing with campus issues to promote diversity.
- Interviewed students, staff and faculty to write personal feature stories for increased readership.
- Attended school conferences to record information for a full cover story on school organizations.

Advertising-Spring 2006

- Designed advertising and campaigns for various products to be used in magazines, the Internet and billboards.
- Created advertising briefs, campaign designs and brochures for various marketing projects.

PUBLIC RELATIONS AND MARKETING EXPERIENCE

Case Manager, Therapy, Inc., Milwaukee, WI, January 2006- December 2007

- Formed client files including letters, memos and permission slips to provide documentation for clients.
- Created behavior modification programs to help clients develop behavioral skills.
- Supervised 10-12 clients on a daily basis through individual and group counseling.

Creative Assistant, Christian Church, Milwaukee, WI, February 2005-January 2006

- Developed Sunday programs, church flyers, and agendas for church functions.
- Assisted and supported planning committees with stage set-up, decorations, costumes and make-up for plays.
- Developed hand-outs and instructed meetings corresponding to church events to improve turnout.

Resident Assistant, University of Wisconsin, WI, 2004-2005

- Produced and instructed enhancement programs for all undergraduates to promote student interaction.
- Attended informational conferences for ideas of interacting with the residents on floor.
- Formed competitions to increase residential involvement with floor activities.

ADDITIONAL EXPERIENCE

Individual Support Staff, St. Mary, Inc., Jefferson, WI, 2000-2001

Upward Bound Counselor, University of Illinois at Chicago, Chicago, IL, June 2005 to August 2005

COMPUTER SKILLS

Microsoft Word, Photoshop, Quark Express, PageMaker, PowerPoint, Illustrator, Publisher, PhotoDraw