

# Nicholas Stephen Smith

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## Education:

Tempe, AZ

**Arizona State University**  
Walter Cronkite School of Journalism  
and Mass Communication

**Major GPA: 3.05**

Bachelor of Arts  
Concentration  
Related Area

Journalism and Mass Communication  
Public Relations  
Business

(Expected) May 2009

## Experience:

Summer 2008

Better Business Bureau

Phoenix, AZ

**Marketing and Communications Intern** (10 week program)

- Contributed to the monthly newsletter that was distributed both internally and externally
- Participated in team meetings to plan a variety of community outreach strategies
- Drafted and edited several press releases and responded to related media inquiries
- Tracked and documented media coverage of the BBB

Fall 2008

David and Sam PR

Phoenix, AZ

**Intern** (16 week program)

- Cooperated with co-workers as a member of a project team. Each team was assigned to a particular client, and tasks were assigned by the team leader.
- Wrote press releases for clients in a variety of industries
- Utilized the media-source® research module *Cision* to compile a media contact database
- Volunteered to assist with promotional events for multiple grand openings of our client, Dunkin' Donuts

January 2007 – October 2007

PBS Channel 8

Tempe, AZ

**Production Crew**

- Assisted with the production of local news program *Horizon*, which consisted of floor managing, operating a studio camera, operating a teleprompter, inserting digital text with the chyron, or controlling the audio switchboard on any given night.
- Edited video using Final Cut Pro Documents to develop promotional teasers for *Horizon*

Starting February 23rd, 2009

TTI Solutions

Tempe, AZ

**Sales Representative**

- Engaged consumers at Phoenix area retail locations and encouraged them to purchase Hoover and Dirt Devil Products

August, 2005- May, 2009

Course Work

ASU

- *Writing for Public Relations:* Worked with a client to develop a media kit, design a website, create a company identity, and draft a number of other documents essential to a PR campaign.
- *Reporting:* Wrote a total of 16 stories on a designated beat, six of which were published in local media outlets
- *Media Research Methods:* Analyzed the validity of statistical reports and sorted information in a Microsoft Excel spreadsheet
- *PR Campaigns:* Drafted an awareness campaign for the NASA Space Grant Program internship/ scholarship. Campaign consisted of updating the website; utilizing new media tools such as Twitter, Facebook and blogging, and holding presentations, among other things.
- *Online Media:* Launched a blog; used CSS to design a web page that featured an online resume; shot and edited video using Final Cut Pro Documents, and generated other online content.

## Extra Curricular Involvement:

- Public Relations Student Society of America (PRSSA)
- Advertising Club
- The Sigma Pi Fraternity
- Intramural football and basketball
- 20 hours of volunteer work at the Salem Mission Soup Kitchen