

# Jill Houseknecht

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**OBJECTIVE** To obtain a job and to acquire methods, tools, and insights into the fields of communications and media relations.

**EDUCATION** King's College, Wilkes-Barre, PA  
Major: Mass Communications  
Overall G.P.A.: 3.6  
Anticipated graduation: May, 2008

<b>Relevant Courses</b>	Introduction to Mass Communications	Graphics for Mass Communications
	Multimedia in the Workplace	Magazine Article Writing
	T.V. Production	Advanced Video Editing
	Mass Communications Practicum	Writing for Mass Communications
	English Foundations Seminar	Advanced Writing
	Advanced Photography	Dreamweaver

<b>Skills</b>	PowerPoint	Excel	Microsoft Works
	Adobe Illustrator	Camera Operator	Writing for Web
	Microsoft Director	Final Cut Pro	Photoshop

## MEDIA EXPERIENCE/ SKILLS HIGHLIGHTS

- Researched, developed, and contributed feature story for college Capital Campaign website which raised \$25 million dollars for the school.
- Attended School Board, township, and city council meetings to cover stories and interview main participants resulting in several articles being published in *Citizens' Voice*.
- Developed, wrote, and broadcasted numerous stories as anchor on school news show.
- Work as marketing assistant for over a year and involved in many campaigns and projects such as updating of a website.

## HONORS & ACTIVITIES

2007 Wyoming Valley Chapter of Credit Unions Youth Ambassador  
2007 Credit Union Youth Ambassador 2<sup>nd</sup> Alternate of Pennsylvania  
Mass Communications Student Advisory Board Member  
Aquinas Society  
Dean's List  
Academic Scholarship  
National Honor Society  
Who's Who Among High School Students  
Modern Angels Everywhere Service Club: Secretary, Orientation Director  
- Big Brothers Big Sisters  
- Saint Vincent de Paul Soup Kitchen  
- Veterans' Hospital  
- McGlynn Learning Center Tutor  
Orientation Assistant  
Media Club  
Commuter Life Association  
A.C.E Club  
Intramural Soccer & Basketball

## EMPLOYMENT

5/01 - 08/05 Waitress, Downs of Mohegan Sun Racetrack Plains, PA  
Worked in the Clubhouse as bus person, then advanced to waitress position. In each role, engaged in high profile customer service, which resulted in returning patrons.  
Train and supervise new employees.

4/04 - 08/06 Salesperson, Bath & Body Works Wilkes-Barre, PA  
Work on the floor as greeter and salesperson and also at cash register. With position, must be well aware of each customer's needs, have a great knowledge of many store products and their benefits, and always give customer reason to return.

9/05 - present Office Assistant, King's College Experiential Learning Center Wilkes-Barre, PA  
Organize, compile, and complete accurate statistical reports, process large mailings, assist students and schedule appointments, supervise office in the absence of director and speaks on behalf of department at Open Houses and Acceptant Student Day.

05/06-present Marketing/Community Relations Coordinator, Cross Valley FCU Wilkes-Barre, PA  
Write press releases for local newspapers and articles for Credit Union state and national journals, design advertisements and flyers for marketing campaigns, plan community events for nonprofit organizations, edit quarterly and monthly newsletters, and visit companies to gain new members. Was hired for position after internship completion. Must be aware of current marketing strategies, work with other departments to get campaigns and product news to members, have knowledge of marketing tools and resources, and be available for members needs.

References, writing samples, and video clips available upon request.