

# KATE CHU

123 University Boulevard  
Vancouver, BC V1Z 2D4

T: 604.765.4321  
E: katechu@gmail.com

## HIGHLIGHTS OF QUALIFICATIONS

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- Public relations and social media communications experience in both post-secondary and healthcare environments
- Advanced writing and research skills, developed through a B.A. in English Literature and experience working as a Public Affairs Assistant and Intern
- Confident public speaker to small and large groups, ranging from 30–500 people
- Adept with a variety of social media platforms, including Twitter, Facebook, Instagram, Snapchat and analytical reporting tools (e.g., Google analytics and Hootsuite)
- Proficiency with Adobe InDesign and Microsoft Office Suite (Publisher, Word, Excel, PowerPoint)
- Fluent in English, Cantonese and conversational Mandarin

## EDUCATION

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### Bachelor of Arts – English Literature

2017

University of British Columbia, Vancouver, BC

Relevant Coursework: Advanced Composition, Approaches to Media Writing, Technical Writing

## RELEVANT EXPERIENCE

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### Public Affairs Intern

University of British Columbia, Vancouver

Sept – Apr 2016

- Researched timely issues with local interests and my target audience in mind in order to increase readership of a weekly e-newsletter and quarterly magazine
- Maintained social media tools (e.g., Twitter and Facebook pages) with relevant content and a focus on “conversation starting”
- Measured a 15% increase in reader interest using web analytics (e.g., Google analytics, Hootsuite) and compiled a summary report on details of website traffic to present to senior staff
- Designed and edited attractive layouts for newsletters and backgrounders using Adobe InDesign

### Public Relations Assistant (Volunteer)

Bayshore Homes for Seniors, Toronto

May – Aug 2015

- Composed and published effective newspaper advertising copy, press releases and letters to recognized philanthropists as part of a successful fundraising campaign that generated \$10,000
- Honed research skills, writing techniques and the ability to communicate clearly and professionally to the public about issues that are important to seniors, their families and their healthcare team
- Planned, organized and executed a one-day event that connected seniors with healthcare practitioners, providing support to alleviate both physical and mental health concerns

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## RELATED EXPERIENCE CON'T

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### Advanced Composition (3rd Year Course)

Jan – Apr 2015

University of British Columbia (UBC), Vancouver

- Strengthened my writing and analysis skills through the development of in-depth papers that dissected rhetoric, argument and the elements of language
- Wrote an article on the new student union building (SUB) construction that was published by UBC's Campus newspaper, *The Ubyyssey*

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## ADDITIONAL EXPERIENCE

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### Sales Assistant

The Bay, Vancouver

Feb 2012 - Mar 2014

- Encouraged customers to consider and appreciate product highlights in order to increase sales
- Employed active listening skills and professionalism with all customers, managers and fellow employees
- Invited by senior management to participate in a hiring committee as our staff representative
- Developed superior time-management skills by balancing 20 hours of work with full-time studies
- Created innovative and eye-catching displays in order to promote products

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## INTERESTS & ACTIVITIES

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### Stage Manager (Volunteer)

Gateway Theatre, Richmond

May – Aug 2014

- Successfully coordinated and organized a summer camp theatre production of “West Side Story”, including 4 memorable performances to a sold-out house
- Managed over 40 crew members and 50 actors, creating a professional and collaborative team environment

