

KATE CHU (SHE/HER)

123 University Boulevard
Vancouver, BC V1Z 2D4

T: 123-456-7890
E: studentemail@gmail.com

HIGHLIGHTS OF QUALIFICATIONS

- Previous work experience in public relations and social media communications
- Experienced researcher and writer of reports and executive summaries
- Created press releases, briefing notes, newsletters and backgrounders
- Confident public speaker to small and large groups of 30–500 people
- Social media skills: competent knowledge of Twitter campaigns, Facebook Fanpages, Group discussion maintenance and analytical reporting tools (Google analytics, Hootsuite)
- Computer skills: MS Publisher, Adobe InDesign, Microsoft Office (Word, Excel, PowerPoint)
- Language skills: fluent in Cantonese and conversational Mandarin

EDUCATION

Bachelor of Arts – English Literature, University of British Columbia, Vancouver, BC 2021

RELEVANT EXPERIENCE

Public Affairs Intern

UBC, Vancouver

Sept. – Apr. 2020

- Researched timely issues with local interest and target audience in mind in order to increase readership in weekly e-newsletter and quarterly magazine
- Maintained social media tools like Twitter and Facebook Fanpage with relevant content and focus on “conversation starting”
- Measured 15% increase in reader interest using analytical tools and compiled summary report
- Designed and edited content for print using Adobe InDesign

Public Relations Assistant (Volunteer)

Bayshore Homes for Seniors, Toronto

May – Aug. 2019

- Composed and published effective newspaper advertising copy, press releases and letters as part of a successful fundraising campaign that generated \$10,000
- Honed research skills, writing techniques and the ability to communicate effectively with professionals of all levels
- Planned, organized and executed a one-day event that connected seniors with healthcare practitioners

Advanced Composition

3rd Year Course, UBC, Vancouver

Jan. – Apr. 2019

- Prepared papers and assignments that dissected rhetoric, argument and the elements of language
- Wrote article on new SUB construction that was intended as an assignment but later was published by UBC Campus newspaper, *The Ubysey*

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ADDITIONAL EXPERIENCE

Sales Assistant

The Bay, Vancouver

2018-2020

- Persuaded customers and promoted products to increase sales
- Employed active listening and professionalism in all dealings with customers, managers and fellow employees
- Invited by senior management to participate in hiring committee as staff representative
- Developed superior time-management skills balancing 20 hours of work with full-time studies
- Created innovative eye-catching displays

INTERESTS & ACTIVITIES

Volunteer

Gateway Theatre, Richmond

May – Aug. 2018

- Stage Manager of summer camp theatre production of “West Side Story”



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Centre for Student Involvement and Careers