

Michael J. Smith

123 Moraga Way
Moraga, CA 94556

925.283.1234
michaelsmith@yahoo.com

EDUCATION

Saint Mary's College of California, Moraga
B.A. Communication, Business Administration Minor
GPA 3.7

May 2012

Honors: SMC Dean's List, All Semesters

College of International Studies, Madrid Center, Spain

Semester Abroad, Spring 2011

Coursework: Communication Theory, International Communication, Media Criticism, American Journalism, Media Law, Public Relations, News Writing and Reporting, Integrated Media, Senior Research Seminar, Ethics in Communication, Financial Management, Marketing, Organization Theory, Strategic Management, Business Ethics

Senior Capstone Research Project: Conceptualized and conducted original research addressing differences in communication styles between various cultural and ethnic college-aged populations, presented work to panel

EXPERIENCE

Burson-Marsteller, San Francisco, CA
Intern, Public Affairs Practice

Summer 2011

- Assisted in production of five page section in *San Francisco Business Journal*
- Pitched trade publications on behalf of client
- Wrote advisories alerting various media of important upcoming events for clients
- Wrote and edited political editorials and op-eds for client
- Conducted and analyzed new business research

Context Marketing, Sausalito, CA
Intern

Summer 2010

- Performed in-depth analysis of food sections in major national daily newspapers to determine trends and recommend future actions for food release program
- Pitched local, regional and trade publications on behalf of client
- Maintained and edited annual clip report, tracking all media coverage for client
- Wrote photo captions for client newsletter, managed distribution of news releases
- Edited and proofread collateral materials such as brochures, newsletter articles and news releases

Saint Mary's College of California Office of Admissions, Moraga, CA
Student Assistant

August 2009 – May 2010

- Organized and processed applications for prospective students, prepared detailed mailers
- Maintained confidential student records by updating and categorizing file copies

Bradley M. Danfield, Attorney-at-Law, Walnut Creek, CA
Administrative Assistant

June 2007 – August 2007

- Supported attorney with multiple client account maintenance
- Organized legal files and information, answered phones, assisted callers

SKILLS

Computer: Proficient in Microsoft Word, Excel, PowerPoint, Publisher; Adobe InDesign; Internet research
Language: Conversational Spanish

ACTIVITIES / LEADERSHIP

Collegian Newspaper, Staff Writer: Research and write articles 2009 – Present
Joint Educational Project Community Service 2010 – 2011
Sophomore Senate Leadership Circle 2010 – 2011

Business Club, Vice-President 2011 – 2012