

Heather H. Holdorf

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OBJECTIVE:

Seeking an internship or full-time position in the public relations field.

EDUCATION:

**B.S. Public Relations, concentration in Hospitality Management, May 2009.
San Jose State University, San Jose, Ca.**

- Related Courses: Organizational Communication, Public Relations Case Studies, Strategic Writing, Writing for News, Journalism, Diversity in the Media, Campaign Management.

RELATED PROJECTS:

Senior Project with Flock.com 2009

Partnered to design a PR proposal to increase awareness of the website through college campuses and presented the proposed plan to client.

Strait's Café Events 2009

Participated as an assistant events coordinator to gather donations from local businesses for the Strait's Café 3rd annual charity golf tournament as well as coordinating the tournaments events. Also, coordinated the 1st Strait's summer brunch by developing a menu with the executive chef and arranging entertainment while budgeting liquor costs.

EXPERIENCE:

Almaden Valley Rotary, PR Intern, San Jose, CA April 2009-present

- Raised awareness through various media outlets for the Annual High School All-Star Banquet and Football Game.
- Developed a new FaceBook page where players, organizers and coaches could interact.

H Koal Marketing *Research Assistant*, San Jose, CA May. 2008-present

- Researched and cold called various companies in Silicon Valley to create a customer contact base for potential clientele.
- Coordinated and prepared material for special events.

Cinequest Film Institute *Internship*, San Jose, Ca. Nov. 2006-Apr. 2007

- Collaborated with the marketing department to execute events.
- Gained publicity by writing press releases, sending press kits and establishing local media relations.
- Organized successful "Kids Day of Film" event in San Jose for 30 elementary kids by coordinating with city and Cinequest personnel.

Straits Café *Bartender/Server*, San Jose, Ca. Mar. 2006 – present

- Developed a personal customer base through exceptional customer service and product knowledge.

Curves Gym- *Fitness Technician*, Saratoga, Ca. Jul. 2003 – Mar. 2006

- Established relationships with members including personal training while assisting with membership sales and financial paperwork.

Proficiency in Excel, Microsoft, and PowerPoint.

EXTRACURRICULAR ACTIVITIES

-PRSSA Member- Alpha David Chapter at San Jose State University 2008/2009

Attended workshops and monthly meetings with peers and teachers to learn more about the PR industry and upcoming opportunities.

-Camp St. Andrews Camp Counselor 2000-2002

Mentored underprivileged children, ages 5-13, during summer months.