

NAME

Address * phone* e-mail* LinkedIn

PROFESSIONAL PROFILE

Skilled with recruitment, marketing and refined public relations aptitude, as demonstrated by, exceeding recruitment goals by 20% as campus recruiter and leading complimentary newsletters and press releases as public relations representative.

EDUCATION

Bachelor of Arts in English: Concentration in Creative Writing 06/20

University of South Florida, Tampa, Florida

- GPA: 3.85/4.00
- Dean's List Recipient Fall 2020
- Relevant Coursework: Technical Writing, Expository Writing, Intro to Fiction, and Professional Writing

WORK EXPERIENCE

Public Relations Representative, Busch Gardens, Tampa, Florida 12/18- - Present

- Compose news releases for the staff press
- Write and edit copy for weekly newsletters
- Edit materials for brochures, advertisements, and posters
- Collaborate with a team in developing advertising plans

Campus Recruiter 06/17 - 11/18

Sea World, Orlando, Florida

- Designed newsletters and brochures for distribution on campus
- Recruited 25 students in the college internship program
- Exceeded recruitment goal by 20%
- Created strong partnerships with student organizations on the campus

Guest Services Member 05/16 - 06/17

J.C. Penney Corporation, Tampa, Florida

- Trained 5 new employees on the functions of the register and procedures
- Performed customer sales, returns and exchanges
- Resolved customer complaints through utilizing problem-solving skills

PUBLICATIONS

Bull, Rockee. "First-year in higher education." Oracle Jan. 2018: 10-11. Print and Digital.

Bull, Rockee. "From student to professional." Oracle. Jan. 2012: Print.

SPECIALIZED SKILLS

Computer: Proficient- Office 365, Illustrator, Photoshop, and experience in Social Media Optimization

Language: Intermediate Spanish