

Amanda Rossi
6614 Ross St.
Philadelphia, PA
610-350-8142
aer32@drexel.edu

Education

Drexel University

B.A. in Communications
Corporate and Public Relations

Philadelphia, PA
Anticipated Graduation June 2010
Culmulative GPA 3.0

Relevant Coursework

Advanced Public Relations
Fundamentals of Public Relations

Principles of Communication
Mass Media & Society

Introduction to Marketing Management
Qualitative Research Methods

Honors & Awards

Drexel University Dean's Scholarship
College of Media Arts & Design Dean's List
Juanita Ramsey Scholarship
College of Media Arts & Design Dean's List
College of Arts & Sciences Dean's List
National Society of Collegiate Scholars
Phi Eta Sigma National Honor Society

Fall 2005
Fall 2005
Fall 2006
Winter 2006
Spring 2006
Spring 2006
Spring 2006

Experience

Grit City

Promotional Consultant

- Develop media lists of four major cities for major, art, and tattoo media outlets
- Design and execute public relations campaign for upcoming book release
- Utilize social media to promote book release and associated special events

Philadelphia, PA
Sept 09-Present

Drexel Recycling

Promotion Materials Designer

- Develop a public relations campaign to raise recycling awareness at Drexel
- Create multipurpose campaign materials using Adobe Creative Studio
- Jump started the organization's promotions

Philadelphia, PA
Jan 08-March 08

Westphal College of Media Arts & Design

Director of Communications' Assistant

- Prepare detailed media lists of music trade publications for the Redwalls
- Research new opportunities to reach our target audience including Facebook and myspace
- Proofread Westphal's extensive Website and advised on issues of format, style, and content

Philadelphia, PA
June 07- Aug 07

Moore College of Art and Design

Director of Consulting Group

- Supervise a five member team
- Develop public relations campaign to highlight key traits of Moore to attract female high school students
- Create coordinated postcards, brochures & posters for each highlighted trait

Philadelphia, PA
Sept 06- Dec 06

Painted Bride Quarterly

Editorial Intern

- Screened submitted works for publishing
- Kept creative individuals organized toward an objective
- Provided a clean common work area, sorted mail, and logged data into Excel

Philadelphia, PA
Sept 06-June 07

Computer Skills

Mircosoft Office, SPSS, Illustrator, Photoshop, Final Cut Pro