

Elizabeth M. Conklin

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Education

Grand Valley State University, Allendale MI	Aug. 05 - Apr. 09
<ul style="list-style-type: none">• Bachelor of Arts in Professional Writing• Emphasis on Public Relations and Journalism• Dean's List• Selected coursework:<ul style="list-style-type: none">Introduction to Professional Writing – wrote a variety of documents including a white paper and tutorialWriting for the Web – developed a website using a Drupal content management system, developed a website using XHTML and CSSDocument Design and Production – developed intermediate skills in Adobe InDesign, created tri-fold brochure for a client, developed a book published on Lulu.com, designed logos, business cards, and letterheadsNews Reporting I & II – wrote major news stories on a variety of topics, learned AP styleIntroduction to Public Relations – created an in-depth PR campaign for a client, GVSU Club SportsMedia Relations – developed a media kit for a client, Kent County Victim/Witness Unit, including a news release, backgrounder, tip sheet, PSA, and fact sheet	GPA: 3.5
	Aug. 05 - present

Work Experience

RDR Books, independent publishing company, Muskegon, MI – Intern	May 08 - Aug. 08
<ul style="list-style-type: none">• Designed and developed promotional materials, copyedited, compiled media contact lists and sales lists, created consumer flyers and news releases, screened submissions, designed flyers• Developed promotional materials for the Right to Write Foundation<ul style="list-style-type: none">Designed logo, brochure, letterhead, bookmark, donation card, and event invitations, and wrote style guidelines for other documents• Hired for additional work upon completion of internship	
John Ball Zoo Society, Grand Rapids, MI – Gift Services	Apr. 08 - present
The Henry Ford, Dearborn, MI – Visitor Services	Mar. 05 - Jan. 08

Other Experience

Vinette – Student-run online gallery for professional writing at GVSU	Aug. 07 - present
<ul style="list-style-type: none">• Associate editor of print, web design, and multimedia• Coordinated submissions, advertised and generated interest	
Spotlight Productions – Student-run entertainment programming board at GVSU	Aug. 05 - Apr. 07
<ul style="list-style-type: none">• Planned shows, worked with agents and performers, oversaw events	

Published In

Vinette, "How to Take Care of a Sprained Ankle"	Winter 08
Grand Valley State University Lanthorn – Literary Edition, "Only Yesterday"	Nov. 06