

Jorri A. Heil

jaheil86@yahoo.com

Education

Bachelor of Science in Advertising/Public Relations and Writing, Grand Valley State University, Allendale, MI, graduating in April 2008

- Public relations and professional writing focus
- Related courses: fundamentals of public relations, public relations management and cases, fundamentals of advertising, research basics, professional writing, business communication, concepts of communication, and news reporting
- Cumulative GPA: 3.97/4.0

Internship Experience

Public Relations Intern · D.A. Blodgett for Children · Grand Rapids, MI

- Wrote a news release that resulted in a story on WXMI Fox 17
- Worked with Citadel Broadcasting to create a radio script for an auction to benefit Big Brothers/Big Sisters
- Compiled a media kit for a fundraiser
- Established a timeline and wrote speakers' scripts for a fundraiser
- Encouraged volunteering by interviewing adoptive parents and volunteers, writing their stories, and posting them on the organization's Web site
- Supported the agency's programs with research from the Internet and a research institute

Additional Public Relations Experience

- Composed a campaign plan for a public relations course to give recommendations to Campus Dining's rewards program
 - Completed research and created a strategy, tactics, a budget, a Gantt chart, a special event plan, a brochure, and an evaluation
- Created objectives, programs, and evaluation measures for fictional campaigns in a class
- Analyzed and made recommendations for public relations campaigns for a course
- Called local businesses to sell media kits for Public Relations Student Society of America
- Wrote news releases, letters, memos, and recommendation reports for multiple courses
- Proofread for group projects and classmates

Research Experience

- Created research papers, including a primary and secondary research report on liberal education at GVSU
- Led a focus group and large-scale survey for an advertising project
- Used online databases, such as FirstSearch and Proquest
- Surveyed students for a statistical report for a course

Computer Skills

- Operated Microsoft Word, Excel, and PowerPoint; currently learning HTML and CSS through a Web writing and design course

Customer Relations and Management Experience

- Trained new employees
- Managed multiple cashiers with customer or cash register needs
- Completed purchase transactions and merchandise returns

Employment History

Picture Framer, July 2005–present, Hobby Lobby, Norton Shores, MI

Public Relations Intern, May 2006-July 2006, D.A. Blodgett for Children, Grand Rapids, MI

Art Department Coordinator, March 2005-July 2005, Hobby Lobby, Norton Shores, MI

Customer Service Manager and Cashier, October 2002-March 2005, Hobby Lobby, Norton Shores, MI

Landscape Maintenance Personnel, summers of 2001 and 2002, Great Lakes Landscaping, Fruitport, MI

Honors

Student Leader Nomination, Winter 2007, GVSU

Dean's List, Fall 2004-Fall 2006, GVSU

Scholarships: Muskegon Community Foundation, Brunswick Employees Federal Credit Union, Fruitport Lions Club, Fruitport Education Association

Summa Cum Laude Graduate, 2004, Fruitport High School, Fruitport, MI

Please see attached sheet for references

Jorri A. Heil
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References

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