

## Education

### Grand Valley State University

- B.S. in Advertising and Public Relations
- Expected graduation date: December, 2008
- Dean's List: 2006-present

## Work Experience

### Flint Area Association of Realtors®

2003- Present

#### Internal communications

- Composing monthly and weekly newsletters
- Designing flyers, brochures, and other promotional materials

#### Media relations

- Writing news releases about industry trends, awards and scholarships, homeownership, community involvement, etc.
- Pitching to local journalists about industry trends, Flint real estate statistics, and features about award recipients
- Developing and managing media contact databases
- Creating and maintaining media relations web site displaying news, videos, association information, biographies, community involvement, etc.
- Planning Media Breakfast including an industry update with the CEO, and a networking breakfast between local media and the association leadership

#### Campaign planning – promoting new community web site

- Coordinating advertising efforts
- Planning community homeownership event to promote the web site

### College Newspapers

- Grand Valley Lanthorn, campus events beat reporter
- The Michigan Times, contributing reporter

2006

2004

## Other Experience

### Public Relations Student Society of America

2006 - Present

- 2007/2008 Vice President
- Two-year member of PRSSA National Chapter

#### Internal communications

- Composing monthly newsletters
- Designing and composed Membership Guide booklet
- Creating recruitment flyers

#### Enriching member experience

- Promoting participation in professional workshops, networking, and speakers
- Coordinating media relations workshop

#### “Relation Rewards” program

- Developing point system to reward involvement in organization
- Creating opportunities for students to become involved such as volunteer work, agency tours, event planning, etc.

## Skills

### Web design

- Intermediate knowledge of HTML and CSS
- Very knowledgeable in Macromedia Dreamweaver and Microsoft Frontpage
- Experience building multiple sites including a media site, personal resume site, and others for class projects

### Document design

- Very knowledgeable in Macromedia Freehand, Microsoft Publisher, and Quark
- Intermediate knowledge of Adobe Photoshop

### Research

- Surveyed real estate agents using online survey tools
- Moderated focus groups for class research project

### Photography

- Trained in 35mm film development and photo development
- Very knowledgeable in digital photography
- Experience taking event photographs for the Flint Area Assoc. of Realtors

asawade@charter.net

www2.gvsu.edu/~sawadea

810.444.4201

### Current

4335 Campus View Drive  
Allendale, MI 48401

### Permanent

12265 Sharp Road  
Linden, MI 48451



asawade@charter.net  
www2.gvsu.edu/~sawadea  
810.444.4201

## References

**Tim Penning, APR**  
GVSU Professor  
[penningt@gvsu.edu](mailto:penningt@gvsu.edu)  
616.331.3478

**Brian Burch**  
Lambert-Edwards & Associates  
[bburch@lambert-edwards.com](mailto:bburch@lambert-edwards.com)  
616.828.9813

**Doris Nurenberg**  
Former Employer  
[ae@hbrmls.com](mailto:ae@hbrmls.com)  
256.684.3049

### **Current**

4335 Campus View Drive  
Allendale, MI 48401

### **Permanent**

12265 Sharp Road  
Linden, MI 48451