**Gabrielle S. Yocum**

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**Objective**

To become the next Community Relations Field Reporter for WXYZ News

**Education**

**The Pennsylvania State University University Park, Pennsylvania**

*College of Communications June 2011-Present*

* Pursuing a Bachelor of Arts degree in Broadcast Journalism
* Current Cumulative GPA: 3.14
* Major GPA: 3.68
* Expected Graduation: May 2015

**Experience**

**B94.5, WOWY 97.1 and EAGLE 98.7 State College, Pennsylvania**

Community Relations Manager/Producer *November 2013-Present*

* Work as a co-host, production assistant, AP and phone producer for each radio station two to three times a week
* Work directly with the Centre County community by booking guests for the morning show and arranging station appearances at community events
* Gaining public relations skills by effectively marketing B94.5/WOWY 97.1 and Eagle 98.7 to Centre County
* Gaining innovative and hands-on skills while working with broadcasting equipment
* Gaining creative skills by creating run-downs, segments for the Executive Producer, and handling the Facebook and Twitter accounts each day.

**Lehigh Valley Iron Pigs Allentown, Pennsylvania** *Game Day Intern May 2014-August 2014*

* Performed numerous tasks including, but not limited to on-field promotions, marketing and handling of social media marketing
* Gained customer relation skills by interacting with fans on a daily basis and gained collaborative skills by working with 24 other interns with game preparation

**Leadership**

**Alpha Xi Delta Fraternity University Park, Pennsylvania**

*President November 2013-Present*

* Excellent leadership skills from being in charge of and responsible for 160+ women
* Very strong non-routine cognitive skills from having to use my independent judgment to handle various situations

*Greek Week Chair and Continuous Open Bidding Chair November 2012-April 2013*

* In charge of collaborating with other sororities and fraternities on campus
* Excellent leadership skills from being in charge of Spring recruitment and helped with the establishment of the Iota Tau chapter at Bucknell University

**South Halls Residence Life University Park, Pennsylvania**

*Sorority Assistant April 2013-Present*

* Serve as a liaison between Greek life and South Halls Housing and Residence Life
* Plan events that engage student participation and help to strengthen the relationship between the sororities on campus

**Special Recognition**

Recognized as Chapter of Excellence 2014 by the Penn State Panhellenic and won the Xi Achievement Award from Alpha Xi Delta National Headquarters