

# CHRISTA ANNETTE KEIZER

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## PROFESSIONAL EXPERIENCE

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### **Public Relations Coordinator – Associated Students, CSUF, Inc.** (11/09 – present)

*Recognized student government of California State University, Fullerton*

Fullerton, CA | <http://asi.fullerton.edu>

- Wrote press releases and media alerts for distribution to local media outlets
- Organized press clippings and monitored media coverage
- Maintained media lists and contacts

### **A.M. Scripts Intern – KTLA-TV Morning News**

(06/09 - 08/09)

Los Angeles, CA | <http://www.ktla.com>

- Learned broadcast television newsgathering process
- Proofread scripts under tight deadlines
- Printed, sorted and delivered scripts
- Pulled b-roll file tape and cued for broadcast

### **Aquatics Coordinator/Lifeguard/Swim Instructor – YMCA of Orange County, North Orange County Branch**

(05/08 – 11/09)

Fullerton, CA | <http://www.ymcaoc.org>

- Promoted from lifeguard/swim instructor to aquatics coordinator within first eight months of employment
- Wrote newsletter articles and designed flyers on behalf of aquatics department
- Created and edited monthly “Silver Sneakers” newsletter for senior YMCA members
- Planned Safety Awareness Day and Splashin’ BBQ events; each event included catering, family activities and promotions
- Facilitated aquatics employee communication; developed staff training sessions; motivated staff through training and development exercises

## EDUCATION

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### **California State University, Fullerton | May 2011 (3.4 Cumulative GPA)**

- Bachelor of Arts, Communications with concentration in Public Relations, double major in Radio-TV-Film
- Related coursework: Writing for Public Relations, Writing for Broadcast and Film, Digital Foundations, Field Video Production, Communications Law

## CAMPUS ACTIVITIES

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### **Public Relations Student Society of America (PRSSA) Robert E. Rayfield Chapter (09/08 – present)**

<http://csufprssa.wordpress.com> | @csufprssa

- Vice President (07/09 – present)
  - Coordinated internship and mentorship programs, fundraisers, bi-weekly meetings, social media promotion and blog launch
- Promotions Coordinator, PRSSA 2009 National Conference: San Diego (01/09 – 11/09)
  - Managed Twitter (@PRSSANC) and Facebook account, pitched National Conference to local PRSSA Chapters, produced promotional video and slideshow
- Communications Club Mixer planning committee member (11/08 – 03/08)
  - Handled catering, logistics and promotions for communications student networking event

### **Titan Radio - Disc Jockey (09/09 – 12/09)**

<http://www.titanradio.org> | @titanradio

- Wrote and produced weekly 30-minute talk radio show, strengthened verbal communication skills; conducted research and planning
- Created and managed facebook fan page, blog and twitter account to increase listener count; became second highest-rated Titan Radio show

## COMMUNITY INVOLVEMENT

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- **Help for Brain Injured Children** – Campaign Assistant (12/09 – 1/10)
  - Wrote copy for 2010 direct mail annual giving campaign
- **Save Our Beach** – Social Media Consultant (12/09 – present)
  - Advised local non-profit regarding facebook fan page and twitter strategies
- **Big Brothers, Big Sisters of Orange County** – Big Sister (01/09 – 1/10)
  - Mentored “at risk” 9-year-old girl, organized bi-monthly outings and kid-friendly activities

*Willing to relocate in summer 2010 and after graduation*

*References available upon request*