

# Eileen A. Chang

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<http://eileenchang.wordpress.com>

<b>EDUCATION</b>	University of Oregon, Eugene, Ore. School of Journalism and Communication <b>Bachelor of Arts</b> in June 2008 Major in journalism: public relations, minor in human physiology
<b>EXPERIENCE</b>	<b>IT Communications Intern</b> Summer 2007 Nike, Inc., Beaverton, Ore. <ul style="list-style-type: none"><li>• Designed, wrote content and managed print production of IT Intern Bio Book</li><li>• Built IT Intern Intranet pages and wrote all stories posted within</li><li>• Created invitations and other collateral materials for Nike IT Leadership Event</li><li>• Networked with other interns, department directors and employees</li></ul> <b>Editorial Services Director and Account Supervisor</b> Fall 2007 - present <b>Assistant Account Executive</b> Spring 2007 Allen Hall Public Relations, Eugene, Ore. <ul style="list-style-type: none"><li>• Edit all content prior to public and media release through effective communication</li><li>• Supervise team members on client projects and proposals</li><li>• Provide full PR services: media kits, event planning, press releases and marketing</li><li>• Learn and experience hands-on PR</li></ul> <b>Teamwork Intern</b> 2006 - 2008 Oregon Football Department, Eugene, Ore. <ul style="list-style-type: none"><li>• Creatively design and write mail-outs to recruits to market the athletic department</li><li>• Manage the newly implemented e-mail marketing system</li><li>• Research background of recruits and complete tasks specified by football coaches</li><li>• Assist and help prepare Oregon Football related events</li></ul> <b>Web Marketing Assistant</b> Summer 2006 Kosmos Central, LLC, Portland, Ore. <ul style="list-style-type: none"><li>• Managed and maintained executive client accounts</li><li>• Updated company marketing portfolio content and design</li><li>• Researched for and assisted marketing presentations at potential client meetings</li><li>• Wrote blogs and articles for the company Web site on search engine optimization</li></ul>
<b>ADDITIONAL EXPERIENCE</b>	<b>Staff Writer and Features Editor</b> , Sunset H.S. The Scroll, Portland, Ore. 2002-2004 <b>Sales Associate and Sales Support</b> , Coach Retail, Portland, Ore. 2005-2006 <b>Dental Assistant and Receptionist</b> , Integrity Dental, Portland, Ore. 2003-2004 <b>Waitress and Cashier</b> , The Freshman Bakery, Beaverton, Ore. 2001-2002
<b>COURSE HIGHLIGHTS</b>	Grammar for the Journalist, Mass Media and Society, Visual Communication, Information Gathering, Writing for the Media, Mass Media Ethics, International Communication, Reporting I, Principles of PR, PR Writing, Adv. PR Writing, PR Plans and Problems
<b>SKILLS</b>	Adobe InDesign, Adobe Photoshop, Adobe Illustrator, MS Office, Macromedia Flash, Macromedia Fireworks, Macromedia Dreamweaver, PC and Mac Platforms, fluent in Mandarin and Taiwanese, some reading skills in Mandarin
<b>LEADERSHIP/ ACTIVITIES</b>	PRSSA, Assault Prevention Shuttle, National Society of Collegiate Scholars, two church mission trips to Taiwan
<b>AWARDS</b>	Publications Olympics: Honorable Mention Sports Feature, Excellent In-depth News and Honorable Mention Sports Feature, Eric Eckholm Memorial Journalism Scholarship, UO School of Journalism and Communication Scholarship, UO Dean's Scholarship, UO General Scholarship, Oregon Music Teachers Association: Level X Syllabus Award
<b>INTERESTS</b>	Sports, Piano, Voice Performance, Music, Movies, Reading, Writing, Fashion, Running, Traveling