

JOSEPH D. BURKE

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WORK EXPERIENCE

- TEXT 100 GLOBAL PUBLIC RELATIONS – BOSTON, MA** Nov 2009
ACCOUNT COORDINATOR- GLOBAL TECHNOLOGY PUBLIC RELATIONS FIRM – May 2010
- Coordinated account activity for Fortune 500 clients including IBM, MathWorks and Schneider Electric
 - Regularly proofread internal client proposals and client collateral
 - Identified industry publications for targeted brand management and top of mind product awareness
 - Analyzed media opportunities and competitor and client coverage, presenting daily updates to management
- VERSION 2.0 COMMUNICATIONS– BOSTON, MA** Aug. 2009
PUBLIC RELATIONS APPRENTICE- TECHNOLOGY AND CLEAN-TECH PR FIRM – Oct. 2009
- Solely responsible for building, managing and pitching editorial calendar programs for four clients while simultaneously executing office admin responsibilities
 - Owned, researched and developed public speaking programs consisting of more than 50 conferences for two clients
 - Frequently pitched editors, journalists, analysts and conference organizers via phone and email
- UNI PAPPAGOHN ENTREPRENEURIAL CENTER– CEDAR FALLS, IA** Jan. 2009
MARKETING AND PUBLIC RELATIONS STUDENT ADVISOR- STUDENT BUSINESS INCUBATOR – May 2009
- Wrote news releases and articles highlighting the JPEC and its programs
 - Co-organized Iowa's premier 300-attendee entrepreneurial conference, including production of informational material and biographies for keynote speakers.
 - Spoke at and organized student engagements to promote outreach programs
- HELLMAN ASSOCIATES – WATERLOO, IA** May 2008
PUBLIC RELATIONS INTERN- INTEGRATED PR, MARKETING AND ADVERTISING AGENCY – Dec. 2008
- Wrote and pitched news releases in coordination with editing department; determined proof of performance
 - Planned and executed on strategic goals, tactic development, media pitching and media monitoring
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EXTRACURRICULAR LEADERSHIP & SERVICE

- PUBLICITY CLUB OF NEW ENGLAND – BOSTON, MA** Feb. 2009
FEATURED SPEAKER
- Featured panelist on seminar regarding job search and networking tactics during a recession
 - Wrote article on innovative job search tactics featured in *PRWeek's* 2009 Career Guide
- UNIVERSITY OF NORTHERN IOWA – CEDAR FALLS, IA** Aug. 2007
STUDENT LEADER IN PUBLIC RELATIONS INITIATIVES – May 2009
- Writer/commentator for *PRWeek's* '08 and '09 Student Roundtable Career Guides and O'Dwyer's PR News
 - National runoff candidate: 2008 PRSSA Vice President of Member Services for more than 10,000 members
 - Member: PRSSA's '08 National Subcommittee on Internships and Job Services
- CASA NORTH IOWA – CERRO GORDO COUNTY, IA** Aug. 2006
COURT APPOINTED SPECIAL ADVOCATE – Aug. 2007
- Youngest CASA responsible for advocating on behalf of a neglected child's interest in juvenile court
 - Submitted findings into court evidence, outlining recommendations for legal action and child services
 - Engaged attorneys, social workers, teachers and caregivers to shape, monitor and enforce court rulings
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EDUCATION

- UNIVERSITY OF NORTHERN IOWA - CEDAR FALLS, IA** Aug. 2007
– May 2009
- B.A. in Public Relations; minor in Marketing
 - Cumulative GPA: 3.63/4.0; ACT composite: 27
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HONORS & AWARDS

- Awarded \$11,800 via thirteen scholarships for leadership and academic excellence, including PRSSA's Sid Gross Memorial Award for exceptional understanding of ethical standards, PRSSA's Presidential Service Award, The Cheryl Procter Rogers Public Relations Award and a Dean's List honoree for five consecutive semesters