Lianda Swain

Lianda@liandaswain.com

CAREER GOAL: To obtain a position in publicity, event planning, or public relations.

EDUCATION: **Fordham University**, Bronx, NY, August 2004- May 2008
Bachelor's Degree in Communications and Media Studies (Concentration: Television and Radio)
Minor: Psychology
GPA: 3.63
Dean's List at Fordham University, 2005, 2006, 2008
University of Sydney, NSW, AU, February 2007-July 2007
Non-Degree in Arts and Sciences, Study Abroad
YPO Leadership Conference, 2008
Torremolinos, Spain
YPO Junior Leadership Conference, 2003
Switzerland

ACTIVITIES:

Fordham Mornings Live, New York, NY 2007-2008
Host/News Anchor
• Report and discuss the latest national/local, entertainment, and sports headlines on a weekly basis
• Research content on current headlines and stories
• Create the run-down for the show

Fordham Nightly News, New York, NY 2005-2008
News Anchor/ Entertainment News Reporter/ Show Producer
• Write and report Fordham and national news on-air, on a weekly basis
• Produce and write news packages featuring Fordham events, student interests and national headlines
• Market the show using flyers, banners, and live promotions on campus

PROFESSIONAL EXPERIENCE:

Moms on the Move Show 2006-2007, 2008-2009
On-Air Reporter/Audience Coordinator/ Content Researcher
• On-Air Reporter/Media and Web Coordinator/Audience Coordinator
• Reporter in the field and studio, and produce segments on "teen" issues
• Organize and Update Website Content
• Interview and feature "Amazing Moms!"
• Generate audiences for each taping and coordinate guests for each show

Sony Columbia Pictures, New York, NY 2008
Assistant to Publicity Department
• Developed one strategic public relations and marketing campaign for film
• Coordinate Film Premieres, Press Days, and Screenings
• Research film details, current events, and biographies for actors, directors, and producers

NBC Universal, New York, NY 2006-2007
Assistant to Segment Producer of Today in New York
• Assisted Lifestyle reporter on segment shoots, package editing, and production
• Researched and developed story ideas
• Logged and transcribed tapes

Nicole Miller, New York, NY 2006
Assistant to Director of Public Relations
• Designed, assembled, and edited press releases
• Coordinated the inventory of clothing samples and organized the showroom
• Created lay outs of editorials and advertisements for The Miller Times

D4 Creative Group, Philadelphia, PA 2005
Production Assistant
• Assisted in sales and marketing for COMCAST and Charter Communications campaign advertisements
• Delivered assistance in the production of television commercials
• Coordinated major company events and organized company documents, bills, and products.

VOLUNTEER EXPERIENCE:

Project Sunshine, New York, NY 2007-current
Volunteer
• Tutor and engage in recreational activities with children who have medical challenges

Arthur Ashe Youth Tennis Center, Philadelphia, PA 2002-2006
Volunteer
• Coordinated entertainment for Arthur Ashe Youth Tennis and Education Charity

SKILLS: Proficient in PC AND MAC OS, Microsoft Word, PowerPoint, Excel, Adobe Photoshop, and knowledgeable in Adobe PageMaker

HOBBIES: World Travel, Classical Piano, Producing and editing stories for TV, Tennis, Modern Dancing, Singing, Running,