

Mitchell L. Bakken

Mitchell L. Bakken
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Objective: To obtain a challenging position in a creative environment requiring my communications and public relations skills.

Education: University of North Dakota, Grand Forks, ND (August 2001)
Degree: Bachelor of Arts
Major: Communications
Emphasis: Public Relations

Pertinent Classes:
Principles of Public Relations
Writing for Public Relations
Media Writing
Fundamentals of Public Speaking
Graphic Design
Communication, Technology and the Future
Communication and Society

Academic Fall and Spring Semester (2000-2001) dean's list.

Achievements:

Professional Experience: See attached sheet.

Special Skills: Microsoft Word, Microsoft Works, Excel, MS Office, Publisher, IBM, Macintosh, PageMaker, PhotoShop, Illustrator, Stat Crew, AP style writing.

References: Available on Request

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Professional Experience:

University of Minnesota, Crookston

August 2004 – Present

Sports Information Director / Head Women's Softball Coach

Write news releases

Develop and produce media guides (Sports Previews / Athlete Bios)

Game day relations

Photograph sporting events

Media Relations

Write Post Game Articles / Deliver stats to local media outlets

Update University athletics website

Oversee two media assistants (interns)

Coaching fundamentals of fast pitch softball

Operating softball budget

Recruiting potential athletes

ABC Seamless Siding Corporate Headquarters

November 2001 – August 2004

Public Relations Specialist

Write company press releases

Write branch newsletters

Write franchise newsletters

Edit print ads

Take pictures for company brochures and newsletters

Manage four (4) part-time employees

Manage promotions and giveaways

Manage trade shows and fairs

General community relations

Overall franchise relations

Athletic Media Relations (University of North Dakota)

January 2001 – May 2001

Media Relations Intern

Write sports previews

Write player bios.

General athletic relations

Interview coaches and athletes

Clear Channel Radio, Grand Forks, ND

September 2000 – February 2001

Promotions Assistant Intern

Work on ad campaigns

Promotions, Public Relations

General office work

Layout and design of newspaper ads

Moorhead Youth Hockey Association (MYHA)

October 2002 – March 2003

Head coach of the Moorhead Bantam Orange youth hockey team

Teach the fundamentals and concepts of the game of hockey

Be a positive role model for all of the young men in the Moorhead Hockey Program