Your Name

# email@gmail.com | Phone Number

SUMMARY

Communication, graphic design, and media enthusiast seeking to fill a full-time role where I can engage with creative marketing teams, launch/develop plans from inception throughout completion, and help businesses grow through relationships based on trust and empathy.

# EDUCATION

## University of Pittsburgh Pittsburgh, PA

Bachelor of Arts in Communication Rhetoric & Business (Dual Major) Graduation: April 2023 Related Area in Public & Professional Writing GPA: 3.71

# WORK EXPERIENCE

## Studio 1 Art & Design Los Angeles, CA (Remote)

*Production Assistant/Apprentice August 2022-October 2022*

* Reviewed creative briefs to redesign 40-slide PowerPoint presentations by implementing master templates
* Displayed in-depth knowledge of creative strategy through 3 training sessions per week and application to client projects
* Managed 3-5 creative deliverables per week and applied design/copy feedback to projects

## PA Education Magazine Los Angeles, CA (Remote)

*Project Coordinator & Marketing Intern Lead January 2022-May 2022*

* Worked closely with founder and creative director over the course of three weeks to develop pitch deck for app including designing the layout, collecting competitor research, and identifying solutions to delivery conflicts
* Organized and communicated timeline for Mental Health Awareness Month including coordinating over 15 brand collaborations, planning posts/videos for 31 days, and driving development of 2 new social media campaigns
* Assigned tasks, created project scope, and served as a resource throughout the production process to a team of graphic design, marketing, and psychology interns
* Collaborated with creative director to strategize social media content, write creative copy, and execute campaigns based on overall media strategy to grow 20K+ followers by 25%

*Social Media Intern September 2021-December 2021*

* Compiled extensive research on industry trends, trending competitors, and lists of 25+ potential influencer/brand partnerships for Instagram and TikTok
* Produced/edited 3-5 posts, stories, and reels per week with music, effects, and graphics for Instagram and TikTok ensuring all content is consistent in style and quality

## University of Pittsburgh Communication Department Pittsburgh, PA

*Social Media Marketing Manager August 2021-December 2021*

* Rebranded social media accounts by implementing new logo, visual aesthetic, and informational content to improve effective communication with followers to increase engagement by 10%
* Scheduled/designed 3-5 posts per week to produce consistent, quality content across Instagram, Facebook, and Twitter

# COURSEWORK PROJECTS

## Human Resources Pittsburgh, PA

*Stimulation January 2023-April 2023*

* Allocated yearly budgets from $1.2 to $1.6M toward staffing, wages, and training decisions each quarter
* Effectively formed solutions to abrupt conflicts that occurred throughout the year (i.e., unions, healthcare laws, budget cuts)

## Strategic Management Pittsburgh, PA

*AT&T Company/Industry Analysis and Assessment January 2023-April 2023*

* Compiled competitor and industry data to highlight trends and value growth in the telecommunications industry
* Analyzed AT&T’s annual reports to forecast financial metrics (i.e., revenue, market capitalization, P/E ratio) from 2022-2030
* Probed AT&T’s press releases, analyst presentations, and investor call recordings to recommend future strategic initiatives

# TECHNICAL SKILLS

Microsoft PowerPoint/Word/Excel/Outlook, Google Suite, Asana, Slack, Adobe InDesign/Photoshop/Illustrator, Canva, Wix, Instagram, TikTok, Twitter, Facebook, LinkedIn