

## EXPERIENCE

### **Graduate Assistant** *August 2012-Present*

Elon University - Elon NC

- + Manage the Twitter, Facebook, Instagram and Vimeo accounts for the Elon iMedia program
- + Work with the office of admissions to engage current students, alumni, and prospective students through social media
- + Solicit student generated content to promote the program

### **Project Manager** *January 2013*

FarmCuba.org - Havana Cuba

- + Helped define and set goals for interactive strategy
- + Assisted in research, filming, copy editing, and coding
- + Scouted shooting locations and interviewees for video elements
- + Created interactive elements for use on the website
- + Worked with music and font producers to secure correct licensing

### **Sales Associate** *November 2011-Present*

The Fresh Market - Columbus GA, Greensboro NC

- + Pursued monthly sales goals through verbal marketing and displays
- + Routinely recognized for superior customer service
- + Redesigned and maintained instructional manuals for in-store use

### **Intern** *May 2011-August 2011*

Scholz Communications - Atlanta GA

- + Conducted independent strategy, sales opportunities, and media contacts research for five clients
- + Collaborated with vendors to execute ten city book tour
- + Wrote blog entries and press releases on a weekly basis for clients
- + Managed social media outlets for clients and Scholz Communications

### **Event Coordinator** *August 2009-May 2011*

The University of Georgia - Athens GA

- + Responsible for event coordination for 1,200 University Housing residents
- + Worked within a strict budget and schedule
- + Conceptualized and created physical and digital advertising for events
- + Created social media presence for residence halls

## EDUCATION

### **Elon University** *May 2013*

Masters of Arts in Interactive Media

### **The University of Georgia** *May 2011*

Bachelor of Arts in Journalism in Advertising  
Certificate in New Media Studies






## SKILLS

- + Proficient in the Adobe Creative suite
- + Comfortable with HTML, CSS3, and JQuery
- + Mac/PC adaptable
- + Proficient with most presentation software
- + Google Analytics Certified
  
- + Budget and schedule conscience
- + Detail oriented and a self-starter
- + History of strong writing skills appealing to a variety of audiences
- + Familiar with intellectual property and copyright law
- + Comfortable working individually or as part of a team
- + Familiar with basic sound and lighting equipment

## RECOGNITION

- + iMedia Merit Scholarship Recipient
- + Selected to participate in the Elon "I Write" media campaign
- + Georgia HOPE Scholar
- + University of Georgia Dean's List
- + Published in the *Stillpoint Literary Magazine*

## CONNECT

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