Levi Long

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Education

Texas State University   San Marcos, TX
Bachelor of Science, Digital Media Innovation. GPA: 3.6   2020 - 2023
Relevant Coursework: Data Analytics, Data Journalism, Media Design, Social Media Analytics, Web
Design, Media Writing, Media Law. Dean's List: 2020, 2021, 2022, 2023

Bastrop High School   Bastrop, TX
Dual Credit: Austin Community College   2016 - 2020

Experience

Texas Community Health News   San Marcos, TX
Data Analysis and Social Media Intern   June 2023 – Present
- Conducted in-depth data analysis to extract actionable insights using advanced statistical tools and techniques in Python and R.
- Collaborated with cross-functional teams to refine data and ensure its accuracy.
- Generated reports summarizing key findings, presented them in weekly meetings to inform decision-making.
- Created visually compelling data visualizations to facilitate data-driven decision-making.
- Crafted engaging social media posts and designed templates for future posts to enhance online presence.
- Wrote captivating content to engage and captivate readers' attention across various social media platforms.

H-E-B Bastrop, TX
Produce Stocker   2019 - Present
- Ensured adherence to safety and sanitation standards within the store.
- Achieved a 15% improvement in product rotation efficiency, optimizing inventory management.
- Proactively replenished inventory to maintain adequate stock levels and meet customer demand.
- Provided exceptional customer service, addressing inquiries, and assisting with product location.
- Effectively organized merchandise on the store floor to enhance product visibility and accessibility.

Leadership and Activities

Texas State University Alumni   San Marcos, TX
Team Leader - Social Media Manager   Jan 2022 - May 2022
- Analyzed social metrics to optimize marketing strategies and improve performance.
- Produced compelling social media content that aligned with the brand's identity and resonated with the target audience.
- Stayed current with emerging social trends to ensure the brand remained relevant in the online space.
- Utilized data-driven insights to inform decision-making processes, enhancing the effectiveness of social media initiatives.
- Conducted competitive analysis to gain valuable insights and inform strategic decisions.
- Designed and executed innovative social media campaigns to drive engagement and increase the number of followers.

Skills & Interests

Technical: Python, Pandas, R, JavaScript, C, HTML, CSS, SQL, Tableau, Excel, Pivot Tables, ChatGPT, AI
Language: Native English, Novice ASL
Interests: Health, Yoga, Reading, Cooking, Photography, Gaming, Mediation, Learning, Walking