

## 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

**Language:** Native English, Novice ASL

**Interests:** Health, Yoga, Reading, Cooking, Photography, Gaming, Mediation, Learning, Walking