

# CELA MIGAN

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## Education

University of Missouri | Bachelor of Journalism - social media and audience strategy

- Minor in sociology
- Graduation: May 2023

## Journalism Experience

### Social intern

NBC News

June 2022 - present

- Write and schedule copy for 12-20 tweets and Facebook posts daily using SocialFlow
- Clip and edit video using Wildmoka, Premiere Pro and NewsConnect for Twitter, Instagram and TikTok

### Marketing intern

Simon & Schuster - Gallery Books imprint

September 2022 - present

- Conduct influencer research and outreach to target specific demographics on #BookTok to send books of interest
- Assist with sell sheets, assets in Canva, a content calendar and facilitating giveaways

### Social media and analytics management

Vox Magazine

January 2022 - May 2022

- Managed Facebook, Twitter, Instagram and TikTok, newsletter or analytics on a weekly shift to maintain a cohesive voice and consistent content
- Utilized Social News Desk, Google Analytics, Parse.ly and MailChimp

### Business/social media intern

Inside Climate News

May 2021 - December 2021

- Wrote 4-8 tweets and Facebook posts daily for new stories, scheduling using TweetDeck and Facebook Creator Studio
- Researched nonprofits and created donor profiles for potential grant opportunities

### Contributing writer

Vox Magazine, Columbia, Mo.

June 2021 - May 2022

- Wrote stories published online and in print including: anti-Asian violence, Kwanzaa

## Work Experience

### Residential Advisor

University of Missouri Residential Life

August 2020 - May 2022

- Advise 50+ residents and foster floor community through weekly engagement events

### Ambassador

Missouri Student Unions

January 2020 - May 2022

- Attend to guests with questions and direct them to campus services and resources

## Organizations

### Mizzou Asian American Association

- Internal Vice President
- Public Relations Chair

May 2021 - May 2022

May 2020 - May 2021

## Honors

**Walter Williams Scholar**, program for highest achieving freshmen studying journalism

**Dean's List** F2019, SP2020, F2020, SP2021, F2021 and SP2022 semesters