

CELA MIGAN

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Education

University of Missouri | Bachelor of Journalism: social and audience strategy, minor in sociology
• Graduation: May 2023

Journalism Experience

Graphics desk

Columbia Missourian, Columbia, Mo. January 2023 - present
• Design data-driven illustrations, charts and maps for web and print in Illustrator

Social Intern

NBC News June 2022 - December 2022
• Wrote and scheduled copy for 12-20 tweets and Facebook posts daily using SocialFlow
• Clipped and edited video using Premiere Pro for Twitter, Instagram and TikTok
• Quickly produced content for breaking news events, such as the midterm elections, death of Queen Elizabeth II and various court rulings

Marketing Intern

Simon & Schuster - Gallery Books imprint September 2022 - November 2022
• Conducted influencer research and outreach to target specific demographics on #BookTok to send books of interest
• Created assets in Canva, a content calendar and filmed and edited TikToks/Reels

Social Media and Analytics Management

Vox Magazine, Columbia, Mo. 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 built donor profiles for potential grant opportunities

Work Experience

Residential Advisor

University of Missouri Residential Life August 2020 - May 2022, February 2023 - present

Ambassador

Missouri Student Unions January 2020 - May 2022, January 2023 - present

Organizations

Mizzou Asian American Association

• Internal Vice President May 2021 - May 2022
• Public Relations Chair May 2020 - May 2021

Awards and Honors

2023 Gracie Awards, Digital Media Student Winner, “One Year Later: A reporter reflects on the Atlanta spa shootings and anti-Asian violence”

2022 SPJ Region 7 Mark of Excellence Award Finalist, Feature Writing, “Healing from hate”

Walter Williams Scholar, program for highest achieving freshmen studying journalism

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