

# CELA MIGAN

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## Education

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

- Expected graduation: May 2023

## Journalism Experience

### Business/social media Intern

Inside Climate News

May 2021 - December 2021

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

### Social media and analytics management

Vox Magazine

January 2022 - present

- Handle alternating weekly social media shifts to manage Facebook, Twitter, Instagram and TikTok, newsletter or analytics
- Utilize Social News Deck, Google Analytics, Parse.ly and MailChimp

### Contributing writer

Vox Magazine

June 2021 - present

- Write stories published online and in print
- Stories include: Hot Girl Summer, profile on a henna artist, Kwanzaa, among others

### City of Refuge brand consultation

Social media and audience strategy course

February 2020 - May 2021

- Learned about best SEO, analytics, audience and accessibility practices
- Consulted and created a presentation for a brand providing advice, action plan and brand kit to improve engagement across all platforms

## Work Experience

### Residential Advisor

University of Missouri Residential Life

August 7, 2020 - present

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

### Ambassador

Missouri Student Unions

January 28, 2020 - present

- Assist guests with questions and direct them to other campus services and resources

## Organizations

### Internal Vice President

Mizzou Asian American Association

May 2021 - present

- Coordinate internal affairs and programming, including the Big/Little Mentorship Program, Interest Groups and member retention

### Public Relations Chair

Mizzou Asian American Association

May 2020 - May 2021

- Designed Instagram posts, Instagram stories, Facebook posts and promotional videos using Canva and the Adobe Creative Suite

## Honors

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

**Dean's List** F2019 semester, SP2020 semester, F2020 semester, SP2021 semester, F2021 semester