

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

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

Ambassador

Missouri Student Unions January 2020 - May 2022

- Attended to guests with questions and directed them to campus services and resources

Organizations

Mizzou Asian American Association

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