

AVA SMITH

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Education

Purdue University | Brian Lamb School of Communication, West Lafayette, IN

AUG 2019 – DEC 2022

- **Degree:** BA Liberal Arts, Major: PR and Strategic Communication, Minor: Film & Video Studies
 - **Awards:** Dean's List, Semester Honors, Outstanding Student of the Year, 2021 Dr. F. H. Teahan Chapter Firm of the Year
 - **Associations:** Her Campus, Boiler Gold Rush (BGR), Helping PAWS, Campus Trendsetters, Boiler Communication
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Experience

L.A. Libations, Los Angeles, CA

MAR 2023 – PRESENT

Social Media Coordinator

- Manage social media accounts (Instagram, Facebook, TikTok) for Molson Coors pilot brands, driving increased brand visibility, follower growth, and customer engagement.
- Collaborate with clients to plan content strategies, provide regular updates, and deliver comprehensive reports on growth, engagement, and reach using analytics.
- Leverage social media expertise to drive user-generated content (UGC) initiatives and establish successful partnerships with influencers, expanding brand visibility and reach among target audiences.
- Implement effective community management strategies, engaging with the audience on a daily basis and fostering strong relationships, resulting in increased brand loyalty and positive sentiment.

Rosebud Squire Design, Remote

AUG 2022 – JAN 2023

Social Media Strategist

- Developed and implemented comprehensive content strategies for a local baseball group and private Christian school, authoring monthly content calendars two months in advance, ensuring alignment with client objectives and obtaining timely approval for content creation.
- Leveraged graphic design skills using tools like Canva and InDesign to create visually appealing graphics and imagery for client social media pages, enhancing brand presence and engagement with the target audience.
- Monitored and tracked key performance indicators (KPIs) such as follower count, engagement rate, and reach, consistently meeting or exceeding targets, and providing regular performance reports to clients, enabling data-driven decision-making.

Purdue University, West Lafayette, IN

JUN 2022 – DEC 2022

Social Media Intern

- Managed Purdue University's Facebook and Instagram accounts, implementing a successful Reels and TikTok strategy that increased reach and engagement by over 50%, while creating compelling content for platforms like Reels, TikTok, and YouTube shorts.
- Acted as a responsive community manager, engaging with followers through prompt replies to comments and direct messages, fostering meaningful interactions and building strong relationships within the social media community.
- Represented Purdue University at university-sponsored events, effectively promoting the institution's social media presence, connecting with alumni, and driving engagement by expanding the network.

Client Video Production Advertiser

- Proactively engaged with clients on a weekly basis to gather insights into upcoming events and projects, ensuring a clear understanding of their advertising needs and objectives.
- Demonstrated strong storytelling abilities by drafting scripts, talking points, and storyboards for each advertisement, ensuring cohesive and impactful messaging that resonated with the target audience.
- Successfully conceptualized and produced a documentary-style advertisement for a client in the agricultural tech industry, promoting their beekeeping and pesticide software at a prominent conference.

Boiler Communication, West Lafayette, IN

AUG 2020 – JUL 2022

Multimedia Manager

- Conducted thorough competitive analysis to identify market trends and develop innovative social media strategies, positioning clients for increased visibility and engagement.
 - Spearheaded the establishment of the Multimedia department, recognizing the need for enhanced social and video media content within the firm, resulting in the successful creation of a dedicated team of 5 multimedia coordinators.
 - Produced high-quality video content for various stakeholders, including student organizations, Purdue University, and local businesses in the Lafayette, Indiana area, resulting in the acquisition of four new clients seeking professional video services.
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Skills

InDesign - Photoshop - Premiere Pro - Microsoft Office Suite - Google Workspace - Final Cut Pro - Asana - Trello - Slack - Canva - Later - Hootsuite - Social Media Management - Sprout Social - Meta Business Suite - Content Creation - Content Planning - Videography - Photography - Copywriting - Client Relations - Market Research - Content Planning - Analytical Reporting - Graphic Design - Public Speaking - Competitive Analysis - Leadership - Project Management - Podcasting - Google Analytics - AP Style Writing - Social Listening - B2B & B2C Experience