

# AVA SMITH

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## SKILLS

Adobe Creative Suite • Survey Design • Project Management • Video Production • Photography • AP Style • Brand Strategy • Social Media Management • Internal and External Communication • Training • Client Relations • Strategic Planning • Content Marketing • Leadership • Graphic Design • Media Relations • Conflict Resolution • Microsoft Office Suite • Sprout Social • Brand Bastion • Copywriting • Journalism • SEO • Google Analytics • Diversity and Inclusion • Negotiation • Honesty • Providing and Accepting Feedback • High Drive and Motivation • Integrity • Ethical • Empathetic

## EDUCATION

Purdue University, West Lafayette, IN  
Bachelor of Arts in Liberal Arts

**Graduation:** May 2023

**Major:** Public Relations and Strategic Communication

**Concentration:** Advertising

**Minor:** Film and Video Studies

## AWARDS

**Dean's List and Semester Honors;** recognizes students who have achieved outstanding scholastic ability cumulatively and for that semester.

- Spring 2020
- Fall 2020
- Spring 2021
- Fall 2021
- Spring 2022

**#1 Chapter Firm;** recognized by PRSA and PRSSA, this award is given to one student run firm in the nation who has displayed the core values of PRSA and PRSSA and strives for ethical practice and client success.

**Outstanding Sophomore 2021;** recognizes one sophomore in each department who is a true representation of Purdue and high aptitude of scholastic achievement.

## ASSOCIATIONS

**Public Relations Student Society of America (PRSSA);** PRSSA is the student branch of the Public Relations Society of America (PRSA). Students within PRSSA must uphold all PRSA standards of ethics and maintain a GPA above a 3.0. Within PRSSA students connect and network with PR professionals and build out their portfolio for future career efforts. Some training in PRSSA includes social media management, press release development, and pitching to journalists.

**Her Campus;** Her Campus is an online, student magazine/blog that centers around personal development and young adult life. Under the association I wrote and published several blogs that discussed sexuality, food, lifestyle, and mental health as a woman in college.

**Boiler Gold Rush (BGR);** BGR is Purdue University's student run freshman orientation. Training for BGR lasts five months (Apr-Aug) and teaches sophomores-seniors about leadership, growth, and dealing with peer pressure in college. Boiler Gold Rush has two separate programs that introduces (1) international and (2) domestic students to college life in West Lafayette, IN. Students interview to either be a Team Leader (TL) or Supervisor (Super). Under BGR I was a Team Leader and led a group of 15 international and domestic students to teach them about navigating Purdue.

## EXPERIENCE

*Social Media Intern* June 2022 – Present  
**PURDUE UNIVERSITY MARCOM ... West Lafayette, IN**

- Increase engagement on Instagram and Tik Tok by creating various content pieces to help bring awareness to the Purdue University brand and image.
- Direct all Instagram Reels content by developing a strategic plan that focuses on increasing engagement and maintaining reach resulting in the first reel to go viral.
- Track engagement using Sprout Social and Brand Bastion to monitor comments, likes, shares and mentions on various social media platforms.

*Social Media Mogul* Aug 2021 – Present  
**LIFESTYLE – CORE SPACES ... West Lafayette, IN**

- Organize community events with Event Planner to improve resident satisfaction and lease resigning.
- Acquire partners such as Sun Bum and Celsius to help sponsor and supply community events.
- Create content for community social media accounts to increase engagement and promote luxury resident living.

*Multimedia Director* Oct 2021 – July 2022  
**BOILER COMMUNICATION ... West Lafayette, IN**

- Train account coordinators and executives on utilizing multimedia trends to help boost SEO and engagement for client social media accounts.
- Manage projects for over 15 various clients to increase awareness of company values, practices, and maintaining positive brand image.
- Authored concise video and photo guide that highlighted Boiler Communication media materials such as the process, modes of distribution, and channels of promotion.

*Multimedia Manager* Sept 2021 – Oct 2021  
**BOILER COMMUNICATION ... West Lafayette, IN**

- Led a team of content coordinators to film and edit video footage curated pre-production producer using Adobe Creative Suite and Final Cut Pro.
- Advanced the agency regarding multimedia skills to provide clients with better methods of increased SEO and consumer loyalty.
- Communicate with clients weekly regarding multimedia content creation and distribution in order to boost ROI and brand awareness.

*Marketing Intern* May 2021 – Dec 2021  
**ENSONO ... Downers Grove, IL & Remote**

- Analyzed competitors' social media platforms to gain a better understanding of multimedia trends for the cloud, IT, and mainframe industry.
- Formalized a green initiative with other marketing interns to present to CEO that helped reduce company spending and increase brand visibility.
- Conveyed valuable company information with employees in Europe to highlight successes and events happening in America.

*Assistant Videographer* Nov 2020 – Mar 2021  
**BOILER COMMUNICATION ... West Lafayette, IN**

- Collaborated with Digital Director and Lead Videographer to elevate brand presence for Boiler Communication in order to recruit prospective students.
- Conspired with PRSSA to promote the organization's efforts and values by creating a video advertisement that was featured on their website.
- Researched market trends to propose different methods of content creation so both clients and agency staff could reach target markets.

*Account Coordinator* Aug 2020 – Nov 2020  
**BOILER COMMUNICATION ... West Lafayette, IN**

- Fabricated SWOT analysis to strategically plan and market various client campaigns to a wide variety of target markets.
- Conversed with Los Angeles independent music artist to create a brand personality and devise social media content/pillars to promote new single.
- Worked with account coordinators and executive to pitch campaign ideas to give clients an understanding of our research and distribution methods.

*Content Creation Intern* Mar 2019 – Aug 2019  
**ST. CHARLES TOYOTA... St. Charles, IL**

- Initiated a multimedia campaign that foraged local, small businesses to acquire a new lot for St. Charles Toyota.
- Monitored company's Facebook and YouTube accounts to analyzed video and content performance in order to develop useful materials.
- Created videos for Toyotathon that aided in gaining consumer trust/loyalty and amplify sales.