

AVA SMITH

ADVERTISING AND STRATEGIC COMMUNICATION STUDENT

CONTACT INFO



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904-466-3462



Email
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Portfolio
<https://avaesmith.github.io/>

MY SKILLS

Adobe Creative Suite • Final Cut Pro •
Qualtrics • 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 • Meta Business Suite •
Copywriting • Journalism • Negotiation •
Honesty • Providing and Accepting
Feedback • High Drive and Motivation •
Integrity • Ethical • Empathetic

ASSOCIATIONS

- Public Relations Student Society of America
- Helping PAWS
- Her Campus
- Puravida Ambassadors
- Campus Trendsetters

REFERENCES

Christi Eden Boiler Communication Advisor (2019-2022) 574-870-2812	Ashlee Shroyer Purdue M&C Manager 217-621-4700
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EDUCATION

Bachelor of Arts | Strategic Communication **Aug 2019 - Dec 2022**
Purdue University **West Lafayette, IN**

- Major: PR & Strategic Communication
- Minor: Film and Video Studies
- Awards: Dean's List and Semester Honors - 2020-2022, Sophomore of the Year - 2021, #1 Chapter Agency - 2020-2021

EXPERIENCE

Rosebud Squire Design **Remote/Orange County, CA**
Social Media, Creative, and Brand Manager **Aug 2022 - Dec 2022**

- Own and manage social media presence across Instagram and Facebook developing at least 12 content pieces a week across various client accounts.
- Develop and execute a market strategy using market research, competitive analysis, and audience segmentation to help re-brand Rosebud Squire Design into a new and improved creative agency.
- Curate content calendars for multiple clients using Microsoft Excel across multiple social media platforms to help organically increase brand awareness and social media presence.

Purdue University Marketing & Communication **West Lafayette, IN**
Social Media Intern **Jun 2022 - Dec 2022**

- Increased engagement in June on Instagram Reels and Tik Tok more than 50% by creating various content pieces to bring awareness to the Purdue University brand.
- Direct all Instagram Reels content by developing a strategic plan focusing on growing reach and engaging organically by implementing clever copywriting such as captioning and titles.
- Analyzed engagement/reach using Sprout Social and Brand Bastion while monitoring comments, likes, shares, and mentions on all social media platforms.

Boiler Communication **West Lafayette, IN**
Multimedia Director **Oct 2021 - Jul 2022**

- Advised all 60 account coordinators and executives about utilizing multimedia trends to boost reach and engagement for client social media accounts.
- Identified trends, relevant news, and other sources to aid clients in promoting brand awareness and increase share of voice as well as maintain consumer loyalty.
- Authored a 20-page concise video and photo guide highlighting Boiler Communication media materials such as processes, modes of distribution, and channels of promotion.

Assistant Videographer **Nov 2020 - Apr 2021**

- Collaborated with Digital Director and Lead Videographer to elevate brand presence for Boiler Communication helping it gain 40 new members within a semester.
- Conspired with PRSSA to promote the organization's efforts and values by building out a video advertisement featured on the landing page in 2021.
- Researched market trends to propose different methods of content creation so both clients and agency staff could reach target markets and boost engagement by at least 50%.

Ensono **Remote/Downers Grove, IL**
Marketing Intern **May 2021 - Dec 2021**

- Analyzed competitors' social media platforms to gain a better understanding of multimedia trends for cloud, IT, and mainframe industries.
- Formalized a green initiative with other marketing interns to present to CEO helping reduce company spending by 5% and promote brand visibility.
- Conveyed valuable company information twice a week with employees in Europe to highlight successes and events happening in America.