


# MALLORY FONTE

## CONTACT

 217-898-3221

 malloryvfonte@gmail.com

## EDUCATION

### MAHOMET-SEYMOUR HIGH SCHOOL

High school diploma

**2018-2022**

### PURDUE UNIVERSITY

Pursuing a bachelor's degree in Communications with concentrations in PR and Mass Media.

**August 2022- Present**

Expected graduation: May 2026

GPA: 3.57 / 4.0

Dean's List: Spring 2023, Fall 2023, Spring 2024

## SKILLS

- Photography and videography
- Graphic design
- Content creation
- Personable
- Self-driven
- Creative
- Assertive

## AWARDS

- Best Short Form Video Award at the Purdue Gold Carpet Gala 2023, 2024
- Achievement in Social Media (personal) at the Purdue Gold Carpet Gala 2024
- Clinique on Campus Top Ambassador Fall 2024
- Outstanding Underclassman- Higher Ground Dance Company Spring 2024

## FREELANCE CONTENT CREATION AND AMBASSADORSHIPS

Remote

**2022 - Present**

- Partnering with different brands creating content to post on my personal page to represent/support the brand, acting as an ambassador or influencer, including but not limited to CeraVe, Clinique, American Eagle, Uber One, Amazon Student Prime, and BEARPAW.
- I maintain an engagement rate between 13%-16%, and have reached over 4,000 accounts in the last 30 days.

## SDI INNOVATIONS, SOCIAL MEDIA INTERN

West Lafayette, IN

**August 2023- Present**

- Serves as a Social Media Specialist Intern
- Creates graphic designs for multiple social media platforms
- Maintained an engagement rate of 4% or higher
- Strategizes with Social Media Manager and develops campaigns to promote brand awareness and company culture
- Writing caption copy, blogs, and email campaigns

## THUNDRR, INTERN

Remote

**June 2023 - August 2023**

- Coached and guided content creators on social media strategy to drive growth and audience retention.
- Partnered with stakeholders to develop webinar content that aligned with organizational messaging.
- Coordinated outreach efforts to strengthen brand relationships and build industry connections.

## AMERICAN EAGLE OUTFITTERS, SENIOR BRAND AMBASSADOR AND INFLUENCER

Champaign, IL

**October 2020 - January 2024**

- Created photo and video content for the brand on my personal page
- Became familiar with campaign briefs and style guides
- Led one-on-one styling appointments
- Gained experience in customer service, sales, teamwork, conflict resolution, and brand identity