

MALLORY FONTE

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PROFESSIONAL EXPERIENCE

Boiler Ambassador-Vlogger- Purdue University, 09/2024- present

- Create photo and video content for @boilerambassadors and @lifeatpurdue Instagram and YouTube
- Create and deliver strategic content that authentically represents the Purdue student experience across multiple platforms
- Collaborate with campus partners, student organizations, and university leaders to craft messaging that unifies and uplifts the Purdue community
- Contribute to cross-functional content teams specializing in marketing strategy, creative design, and digital media to enhance Purdue's outreach efforts

Marketing and Communications Intern- SDI Innovations, 08/2023- present

- Create graphic designs for multiple social media platforms, pitch decks, and campaign reports
- Maintain an engagement rate of 4% or higher on social platforms, and assisted with community management/engagement, social listening, PR campaigns, influencer outreach, and media relations.
- Strategize and developed campaigns with Social Media Manager to promote brand awareness and company culture, as well as trend and performance analysis
- Conduct market research and competitive analysis to inform campaign strategies
- Write caption copy, blogs, and email marketing, and gained skills in project management
- Create and produce a video series that achieved 3.1K+ pageviews and 2.6K visitors in a single month, and maintaining an average time-on-page of 2+ minutes

Content Creation and Ambassadorships- Freelance, 2022- present

- Develop marketing content including social media updates, blogs, and video campaigns to post on my personal page, supporting brands as an ambassador/influencer. Brands represented include CeraVe, Clinique, American Eagle, Uber One, Amazon Student Prime, Cramify.ai, and BEARPAW
- Maintain an engagement rate between 13%-16%. Reached over 4,000 accounts in the last 30 days
- Collaborate with marketing teams and brand partners to develop engaging social media campaigns and track performance
- Expand skills in brand identity, event planning, campaign execution, digital marketing, PR, networking, idea-pitching, product marketing, photography, videography, visual branding, and content strategy

SKILLS

Photography, videography, graphic design, organization, advertising & branding strategy, copywriting, digital marketing & engagement, strategic content development, Cross-functional collaboration, brand management, campaign development, public-speaking, interest in financial literacy, and project management.

Digital Literacy: Canva, Adobe Creative Suite, Google Workspace, Microsoft Office, Sprout Social, Hootsuite, Buffer, Instagram Insights, and CapCut.

EDUCATION

Purdue University- August 2022-May 2026

- Pursuing a bachelor's degree in Communications with concentrations in PR and Mass Media, and a minor in general Communications
- GPA: 3.70 / 4.0
- Dean's List: Spring 2023, Fall 2023, Spring 2024, Fall 2024

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