

# MALLORY FONTE

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## EDUCATION

Purdue University | Graduation: May 2026

Bachelor of Arts in Public Relations and Mass Media Communications, Minor in General Communications GPA: 3.75/4.00

## PROFESSIONAL EXPERIENCE

SDI Innovations, *Social Media and Marketing Intern* | August 2023- Present

- Created graphic designs for multiple social media platforms (Instagram, TikTok, Twitter, Facebook), pitch decks, and campaign reports
- Maintained 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
- Conducted market research and competitive analysis to inform campaign strategies
- Wrote caption copy, blogs, and email marketing, while also gaining skills in project management
- Created and produced a video series that achieved 3.1K+ pageviews and 2.6K visitors in a single month, while maintaining an average time-on-page of 2+ minutes

Purdue Brand Studio, *Team Leader and Creative Lead* | August 2024- Present

- Conceptualize, film, and edit photo and video content highlighting student life, academics, and campus culture to drive engagement and authenticity
- Lead end-to-end creative direction for Purdue Team Store photo shoots, from concept development and talent styling to location scouting and on-set management, creating detailed briefs outlining shot lists, angles, and visual inspiration for photographers
- Achieved a reach of over 200,000 users, leveraging strategic content creation and platform engagement to increase visibility and interaction with Purdue's digital audience

Her Campus Media, *Campus and Influencer Marketing Intern* | September 2025- December 2025

- Supported the management and activation of creator networks for influencer campaigns, contributing to content briefs, campaign materials, and cross-team collaboration to ensure consistent, on-brand messaging
- Monitored and analyzed influencer content performance, assisting with content review, approval, and reporting to inform future campaign strategy and optimization

## LEADERSHIP

Purdue Student Government, *Brand Strategist* | Spring 2023- Present

As Brand Strategist, I focus on content strategy, audience engagement, and brand image, helping PSG better connect with students and share the incredible work happening across campus. I also serve on the president's cabinet, acting as a leader and resource for other members in the organization.

Higher Ground Dance Company, *Choreographer* | Fall 2022-Present

Led rehearsals with a focus on clear communication, patience, and adaptability, supporting dancers with varied experience levels and learning styles. Fostered an inclusive team environment by tailoring instruction through visual, verbal, and kinesthetic methods to build confidence and cohesion.

## SKILLS

Photography, videography, graphic design, advertising & branding strategy, copywriting, digital marketing, strategic content development, cross-functional collaboration, campaign development, public speaking, project management, Canva, Adobe Creative Suite, Google Workspace, Microsoft Office, Sprout Social, Hootsuite, Buffer, Instagram Insights, and CapCut.

## AWARDS

Best Short Form Video Award at the Purdue Gold Carpet Gala 2023, 2024, and 2025, 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, Sparkling Ice Top Ambassador Spring 2025, Job-Ready Internship Award Summer 2025, Best Portfolio Website Gold Carpet Gala 2025, Honorable Mention Best PR Campaign Gold Carpet Gala 2025, Honorable Mention Best Personal Social Media Account Gold Carpet Gala 2025

