

Michala White

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Education

Michigan State University, East Lansing, MI

GPA: 3.3/4.0

Bachelor of Arts, Professional Writing

May 2018

Freshman Seminar Abroad, *Costa Rica*

July 2014-Aug.2014

- Completed international business courses through multiple assignments
- Toured local businesses and farms to learn about local economy
- Communicated and networked with local students and professors

Experience

Online Marketing Intern – Netvantage Marketing

March 2016-Present

- Publish blog posts on WordPress for the clients of Netvantage Marketing
- Strategize travel, popular culture, and technology based story ideas
- Research link building and SEO strategies

Writer – The Big Green

Sept. 2015-Present

- Pitched story ideas to the editors
- Published two monthly stories that met The Big Green's journalistic standards
- Utilized excellent listening and communication skills to produce each story

Blog Team Member – VIM Magazine

Jan. 2015-Present

- Scheduled dates for incoming blog posts to premiere on the organization's website
- Strategized ideas to improve the website and organization of blog post entries
- Promoted each bi-yearly magazine around campus to bring attention to the publication

Style Guru Intern - CollegeFashionista

May 2015-Aug.2015

- Wrote weekly blog post articles on WordPress analyzing current fashion trends
- Promoted each weekly article on social media to bring attention to the fashion blog
- Interviewed and networked with Fashionistas (street stylists) with excellent communication

Sales Associate – Shoe Carnival, Lansing, MI

March 2014-Aug. 2015

- Assisted customers with questions or concerns while providing excellent customer service
- Managed shipping, ordering and transferring products
- Processed customer sales and returns with efficiency and a positive attitude