**Nylah Perry**

University of Colorado Boulder | (856) 419-1858 | nylahperry24@gmail.com

**Education**

**University of Colorado,** Boulder, CO Graduation August 2025

Masters of CMCI; Major: Strategic Communication Design

**University of Iowa**, Iowa City, IA May 2024  
Bachelor of Liberal Arts; Major: Enterprise Leadership Minor: Communications

* *Honors:* Dean’s List, Academic All-Big Ten, USTFCCCA all-academic team member, 5x Presidential Committee on Athletics (PCA) Recognition

**Work Experience & Relevant Coursework**

**Front Desk Associate,** City Fitness June 2023 – December 2024

* Delivered outstanding guest service by creating a welcoming environment and addressing customer needs with care and attention.
* Guided members through account setups, product promotions, and troubleshooting inquiries, ensuring satisfaction and retention.

**Content Creator,** Social Media

* Produced and curated beauty-focused content, showcasing trending products and tutorials, engaging with an audience of over 120k followers on TikTok and 87k on Instagram.
* Partnered with brands such as **Milani Makeup** to promote products, including a campaign highlighting their “Make It Last” setting spray, providing authentic reviews and demonstrations to build trust and engagement among followers.

**Creative Developer,** Golden Herky Award Show April 2022 – May 2024

* Coordinated makeup and styling for event hosts and presenters, ensuring a polished and cohesive look aligned with the event’s theme.
* Directed the visual aspects of the award show, enhancing its appeal and creating a memorable attendee experience.

**Digital Marketing Intern,** Mural Arts of Philadelphia June 2024- August 2024

* Created visually compelling digital assets and videos for Mural Arts Philadelphia’s 40th-anniversary campaign. This included designing social media graphics, event flyers, and short-form videos, ensuring consistent branding and audience engagement across multiple platforms.
* Led the production of engaging content, contributing to social media copywriting and blog posts. Collaborated with cross-functional teams to develop high-quality visuals and copy under tight deadlines, while maintaining a strong focus on creativity and brand alignment.

**Athletics & Leadership**

**Athlete**, Women’s Track and Field Team August 2020 – PRESENT

* Committed approximately 50-60 hours per week to training, weight room, physical therapy, team meetings, travel and running in track meets while simultaneously maintaining full course load.
* Showcased leadership and communication skills by leading tours of athletic facilities for prospective student-athletes and their families.

**Secretary**, Black Student Athlete Alliance (BSAA) August 2022 – PRESENT

* Spearheaded comprehensive planning initiatives, developing a strategic plan sheet and calendar to guide the organization throughout the year.
* Pioneered an inclusive event, orchestrating a collaborative field day for athletes across all athletic clubs, fostering a sense of camaraderie and unity within the athletic community.
* Initiated and organized community engagement events, including a heartwarming Friendsgiving celebration. Led a thoughtful discussion on athlete mental health and well-being, such as a crucial Suicide Prevention gathering.

**Member,** Iowa Student-Athlete Advisory Committee (ISAAC) April 2022 – PRESENT

* Encouraged participation in departmental educational programs and special events, fostering a culture of community and leadership development among student-athletes.
* Represented the voice of student-athletes at various levels of the collegiate athletics system, including the department, campus, conference, and NCAA, advocating for their

**Skills**

*Computer:* MS Word, PowerPoint, Adobe Illustrator and Adobe Photoshop.