

La'Mya Meniffee

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"Enthusiastic and motivated student with a passion for advertising and marketing design. Looking to leverage my skills to create impactful marketing solutions in a professional role."

Education

North Carolina Agricultural and Technical State University

Greensboro, NC

Bachelor of Science, Marketing

Expected Graduation May 2026

Experience

St. Paul Regional Water Services

Summer 2025

Communication Specialist & Engagement Intern

- Supported community outreach initiatives by setting up event tables and engaging with residents, strengthening public awareness of services.
- Designed flyers and branded stickers that enhanced event visibility and community engagement.
- Increased digital engagement by using Agorapulse to schedule and publish outreach posts, including flyers and event updates, across online platforms.
- Contributed to the creative development of mural designs for a new museum project and participated in planning meetings to provide input on community-focused design elements.
- Enhanced technical skills in photography by learning to operate professional cameras, lighting, and microphones, as well as practicing drone usage for future multimedia projects

East Greensboro Now

Sept 2024 - Dec 2024

Marketing Intern

- Identified marketing needs, designed marketing materials, and researched with team members to evaluate and plan marketing opportunities.
- Completed clerical and administrative duties in office. Created, developed, and co-managed online resources for community organizations.
- Increased community engagement at various community organizations in Greensboro.

Thrive Education

June 2019 - Dec 2024

Co-Design Curriculum Associate

- Researched and evaluated the effectiveness of curriculum, and teaching techniques established by the Minnesota school board, and federal regulations.
- Improved and rebuilt the curriculum guide of public schools for primary and secondary education, with a team of peers and educators.
- Hosted a symposium presenting our research and redesigned coursework to educators and community members. 98% of attendees reported that the symposium helped them understand how Restorative Justice can disrupt the school-to-prison pipeline.
- Helped raise over \$25,000 over the course of my internship.

Skills

- Communication
- Advanced in Microsoft Office
- Canva Design
- Adobe Creative Suite
- Advertising Strategy
- Public Speaking
- Leadership
- Critical Thinking

Extracurriculars & Involvement

- Office of Marketing & Supply Chain Management (Work Study Assistant, 2023 - Current)
- Midwest Aggies Student Organization (Member, Current)