

# 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

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### North Carolina Agricultural and Technical State University

Greensboro, NC

Bachelor of Science, Marketing

**Expected Graduation May 2026**

## Experience

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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 Student Team Lead

- 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.
- Participated in raising over \$25,000 throughout the course of my internship.

## Skills

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

## Extracurriculars & Involvement

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