

# LA'MYA MENIFEE

MARKETING & COMMUNICATIONS SPECIALIST

Ltmeniffee@aggies.ncat.edu | 336-316-8239 | 1000 Bitting St., Greensboro, North Carolina, 27403

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## SUMMARY

Enthusiastic and motivated student with a strong passion for advertising and marketing design. Currently building knowledge and skills in marketing strategy, sales, customer relationship management, e-commerce, and branding, with the goal of contributing meaningfully as a valuable asset in a professional marketing environment.

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## WORK EXPERIENCE

### Saint Paul Regional Water Services: St. Paul, MN

Jun 2025 - Aug 2025

- 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 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: Greensboro, NC

Sep 2024 - Dec 2024

- 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: Minneapolis, MN

Jun 2019 - June 2022

- Researched and evaluated the effectiveness of curriculum, and teaching techniques established by the Minnesota school board, and federal regulations.
  - Co-Design Curriculum Associate: Improved and rebuild 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. We were able to raise over \$25,000 over the course of my internship.
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## EDUCATION

### North Carolina Agricultural & Technical State University

Aug 2022 - May 2026

College of Business and Economics

- Major in Business Marketing
  - Midwest Aggies Organization
  - Work Study Assistant: Office of Marketing and Supply Chain Management
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## KEY SKILLS

- Internal & External Communication
- Advanced in Microsoft Office
- Advanced in Canva Design
- Leadership & Team Development
- Critical Thinking
- Strategic Planning
- Public Speaking
- Goal Setting