

Anita Career

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OBJECTIVE: To obtain the Social Media Internship with Facebook, utilizing my communication and design skills

EDUCATION:

The University of North Carolina at Charlotte, Charlotte, NC

Bachelor of Arts in Communication Studies

May 2019

Concentration: Mass Media

Minor: Film Studies

GPA: 3.56/4.0

Relevant coursework: Communication and Mass Media, Organizational Communication, Communication and Research Methods, Globalization and Digital Media, Mass Media and Society, New Media for Communications

RELEVANT EXPERIENCE:

Creative Group, Charlotte, NC

Marketing Intern

May 2017 – August 2017

- Assisted the Marketing Director with social media marketing for Instagram, Facebook, and Twitter
- Increased Instagram following 300% in four months by doing targeted campaigns
- Collaborated with the Marketing Director to create a marketing plan, which increased sales by \$20,000 in two months
- Developed two advertising campaigns for a new product the organization was introducing to their customers
- Built a contact database for 1000 customer contacts using Excel

Target, Charlotte, NC

Retail Sales Associate (part-time)

August 2016 – May 2017

- Managed merchandise rotation, floor changes, and provided an enhanced visual presentation of merchandise
- Responded to customer questions and concerns with efficiency
- Trained two new staff on working the cash register, ringing up items, returns, and tagging merchandise
- Won employee of the month by increasing sales in my department by 30%

VOLUNTEER EXPERIENCE:

Habitat for Humanity, Charlotte, NC

Social Media Campaign Manager

Summer 2017

- Managed organization's Facebook account and marketed summer events through graphics and video

Dimagi, Inc. (Via CatchAFire.com), Online

Social Media Strategist

August 2016 – October 2016

- Assisted in the strategy of Instagram and Twitter accounts to reach a wider demographic

CAMPUS INVOLVEMENT:

Lambda Pi Eta (National Communication Honor Society), *Member*

January 2017 - Present

Communication Studies Student Association (CSSA), *Treasurer*

August 2016 – December 2016

- Oversee a yearly budget of \$2000 for the organization to use for various events