IMA PROUD SPARTAN

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# EDUCATION

Michigan State University, East Lansing, MI

Bachelor of Arts in Advertising GPA 3.8 | Dean’s List

May 2026

Study Abroad - American University of Rome, Italy May 2024 - Jul 2024

Advertising & PR a la Mediterranean

# EXPERIENCE

Senior Copy Editor

MSU American Advertising Association | East Lansing, MI

Aug 2023 - Present

Collaborated four members to develop and design 14 campus campaigns for Meijer Planned and executed Meijer Spartan Giveaway to promote awareness for the new pricing initiative

Designed Meijer Spartan Giveaway logo to be used across all marketing collateral, apparel, and signage associated with the event

Server

Barrio | East Lansing, MI

Sep 2023 - Present

Collaborated four members to develop and design 14 campus campaigns for Meijer Planned and executed Meijer Spartan Giveaway to promote awareness for the new pricing initiative

Designed Meijer Spartan Giveaway logo to be used across all marketing collateral, apparel, and signage associated with the event

Marketing & Advertising Intern

King Media | East Lansing, MI

Aug 2023 - Dec 2023

 Implemented new business communication strategies with eight clients  Recorded billing services and invoices in an accurate and timely manner

**RESUME TIPS**

Check your contact information: Are you using an appropriate phone number and email?

Format: Is your content consistent, organized, and easy to read?

Bullet points should highlight skills: teamwork, leadership, communication, budgeting, etc.

Tell your story - use action words, be descriptive, use quantitative and qualitative information.

Highlighting class projects shows how you have put your knowledge to practice. This section is optional but a great addition if you have few experiences.

Involvement in clubs/orgs shows your time management skills, additional interests.

Tell your story - use action words, be descriptive, use quantitative and qualitative information.

 Initiated cost-effective strategies with Michigan State University’s Marketing Mix for campus promotion

# PROJECTS

TechSmith Help Center Redesign Fall 2023

 Worked with two team members to generate a prototype to address website issues  Surveyed current users to learn about their familiarity with TechSmith’s products,

ability to find information, and satisfaction with the aesthetic design of the website

 Analyzed outcomes of SWOT analysis and comparative assessment

 Developed a storyboard and final wireframe using Figma to present the design idea to the client

# EXTRACURRICULAR

MSU, Tennis Club | Member Aug 2022 - Present

MSU, Pi Betha Phi Sorority | Member Oct 2022 - Present

# SKILLS

Adobe Photoshop, InDesign, Illustrator, Microsoft Word, Excel, PowerPoint French, Fluent