

# COMMUNICATION SPARTAN

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## EDUCATION

**Michigan State University** | East Lansing, MI

May 2027

Bachelor of Arts, Communication

GPA: 3.7 | Dean's List: Fall 2024, Spring 2025

## RELATED EXPERIENCE

**Communications Intern** | Crain Communications | Detroit, MI

May 2025 - Aug 2025

- Created and managed content across all social media platforms, using Google Analytics platform insights to optimize strategy—resulting in a 40% increase in engagement
- Authored weekly memos to 500+ employees, improving awareness of company initiatives
- Wrote and published weekly press releases in AP Style for company website

**Event Planning Intern** | Hour Media | Troy, MI

May 2024 - Aug 2024

- Conducted market research and analysis to develop a new publicity event
- Coordinated day-of logistics for four networking events, managing registration and schedules
- Secured 30 sponsorships by building relationships with local businesses, generating over \$10,000 in event funding and in-kind contributions
- Oversaw silent auction donations and logistics for an event hosting 2,000 attendees

## OTHER EXPERIENCE

**Server** | Noble Fish | Detroit, MI

May 2023 - August 2023

- Served an average of 75 guests per shift consistently maintaining a 4.8+ star customer rating on review platforms
- Maintained compliance with health/safety standards, passing internal audits and contributing to 100% inspection score

## ACTIVITIES

**Social Media Manager** | MSU Undergraduate Communications Association

Jan 2025 - Present

- Created content and tracked engagement for Facebook, Twitter/ X, and LinkedIn Accounts
- Increased social media engagement by 35% over one semester by implementing a consistent posting schedule, and analyzing platform metrics to refine strategy

**Communication Officer** | Delta Pi Sorority

Jan 2025 - Present

- Led communication efforts for 180+ chapter members and national advisors
- Authored and submitted weekly meeting minutes to Executive Offices
- Managed social media content across four platforms, enhancing engagement
- Directed chapter public relations, crafting and editing external communications

**Volunteer** | Haven House

Jan 2024 - Present

- Supported 15+ residents weekly by assisting with intake, while maintaining confidentiality
- Facilitated communication between 20+ volunteers, helping streamline service delivery

## SKILLS

**Social Media:** Instagram, Twitter/X, Facebook, LinkedIn, Hoosuite

**Creative Skills:** Canva, Adobe Express, AP Style

**Analytics:** Google Analytics, Meta Insights, LinkedIn Analytics, Microsoft Excel