

# LIV STEPHENSON (THEY/THEM)

(401) 123-4567 | liv\_stephenson@uri.edu | lstephenson.wix.com | linkedin.com/lstephenson

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## EDUCATION

**University of Rhode Island**, Kingston, RI

May 2024

*Harrington School of Communication & Media*

*Bachelor of Arts: Communications & Media Studies*

**The American International University**, Florence, Italy (study abroad)

July 2022 - December 2022

## RELATED COURSEWORK

**Social Media and Interpersonal Communication:** Explored theories and research on interpersonal communication and social media. Examined social media uses and impact on communication, perceptions, identity construction, relationships, and society.

**Entertainment Media Research:** Examined the practice and development of market research across a range of media industry products, including TV, movies, and digital entertainment.

## RELATED EXPERIENCE

**Social Media Strategist Intern, PMC Media Group**, East Greenwich, RI

May 2023 - August 2023

- Contributed ideas and writing for social campaigns posted on lead generation, brand awareness, and community building; ensured alignment with clients' brand guidelines and target demographics
- Monitored activity and responded to 100+ comments weekly across clients' social media profiles (Facebook, Twitter/X, Instagram, LinkedIn)
- Compiled monthly analytics reports detailing audience growth, engagement rates, and content performance for 5 clients

**Marketing Intern, RI Monthly**, Providence, RI

January 2023 - May 2023

- Authored monthly philanthropy column highlighting local nonprofits and community initiatives
- Created and distributed email campaigns to database of over 500 advertisers using Constant Contact, resulting in 15% click-through rate
- Secured venue, catering, A/V services, and signage for annual "Best of Rhode Island" event hosting 200+ attendees
- Developed post-event summaries detailing attendee numbers, sponsorships secured, funds raised, and planning recommendations

**Brand Ambassador, Off the Ground Consulting**, Wakefield, RI

December 2021 - May 2022

- Secured 12 celebrity influencers to market premium apparel brands, reaching over 5 million potential customers
- Created eye-catching Instagram content including Stories, Reels, and ads showcasing new product collections and promotions
- Analyzed campaign hashtags and Instagram Insights to identify potential influencer partners and inform future digital marketing efforts

**Social Media Intern, Schneider Electric**, West Kingston, RI

May 2021 - August 2021

- Managed LinkedIn and Twitter campaigns positioning Schneider Electric as an industry thought leader in data center operations
- Published 10+ executive byline articles and influencer posts on LinkedIn with insights into industry trends and data center best practices, achieving over 5K impressions
- Researched emerging data center technologies, risk mitigation strategies, and maintenance innovations to develop content informing C-suite and engineering leaders

## CAMPUS INVOLVEMENT

**Shamrock Slam Chair, Kappa Delta (Theta Theta Chapter)**, URI

September 2020 - Present

- Led planning and logistics for annual charity event, serving 250+ attendees and securing \$30K raised for Girl Scouts of America
- Developed budgets, timeline, and volunteer schedules to effectively coordinate 16 person committee and 200 organization members

**Teaching Assistant, Public Relations Department**, URI

January 2023 - May 2023

- Provided quality assurance editing for 50+ student writing assignments to reinforce lessons on grammar, style, and formatting
- Researched current events, ethical issues, and cultural trends to create engaging prompt questions for class discussions

## SKILLS

*Software:* Constant Contact, MailChimp, Canva

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