

Tehya Jackson

(919) 706 - 8959

<https://tehyajackson.com>

tjackson13@elon.edu

EDUCATION

Elon University
M.A., Interactive Media

Elon, NC
Graduated: Spring 2020

North Carolina Agricultural and Technical State University
B.S., Journalism and Mass Communication

Greensboro, NC
Graduated: Spring 2019

RELEVANT EXPERIENCE

Arte De La Finca
Videographer, Editor

Matanzas, CU
Winter 2020

- o Operated DSLR camera to capture interviews and b-roll footage
- o Edited short documentaries by 12-day deadline using Adobe Premiere and Adobe Audition

PROFESSIONAL EXPERIENCE

3Degrees Group, Inc.
Digital Marketing & Employer Branding Intern

Remote Office, NC
Fall 2020

- o Provide and present an extensive audit of impressive employer brand strategies for various companies
- o Draft employer brand strategy based on the research and current knowledge of the employer brand style guide
- o Create various digital marketing content for asset library

QC Exclusive Magazine
Social Media Intern

Charlotte, NC
Summer 2019

- o Performed weekly social media audits and competitive audits for regularly tracked competitors
- o Compiled a public relations contact list and newsletter list
- o Drafted social media post for Instagram and Facebook and produced Pinterest engagement

Jill White-Huffman, LPC, MFT
Mass Media Intern

Greensboro, NC
Winter 2019- Spring 2019

- o Used advertising strategies in newsletters, social media platforms, and local television shows
- o Created videos and other multimedia communications using prior working knowledge of social media, including Twitter, Facebook, and YouTube
- o Assisted in the final preparation for marketing materials; proofread, edited, and posted on websites

International Paper
Communication Intern

Memphis, TN
Summer 2018

- o Composed articles in company weekly newsletter sent to all 56,000 employees
- o Organized and executed community engagement projects with national non-profits
- o Produced company promotion video for internship recruitment team using Adobe Premiere

NCAT Center of Entrepreneurship and Innovation
Social Media Intern

Greensboro, NC
Winter 2017- Spring 2018

- o Controlled social media platforms increased followers by twenty percent in 3 months
- o Developed social media campaigns to improve overall attention to content
- o Analyzed social media data by collecting and comparing content stats using Sprout Social

LEADERSHIP

100 Collegiate Women
Raise em' Up Mentor
National Association of Black Journalists
NCAT D. I. M. E. S Mentor

Fall 2017- Spring 2018
Fall 2017- Spring 2018
Fall 2016- Spring 2018
Fall 2017- Spring 2018

RELEVANT SKILLS

Video Production, HTML/CSS, Advanced Writing, Adobe Premiere, Social Media, Adobe Photoshop, Adobe Illustrator, WordPress