

Tehya Jackson

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tehyajackson.com

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

Matanzas, CU
Winter 2020

PROFESSIONAL EXPERIENCE

Townsquare Interactive
Search Engine Optimization Analyst
o Responsible for executing SEO campaigns within various industries and markets
o Performed keyword research and optimized websites to improve SEO performances and keyword rankings
o Run Trainings and collaborate with Digital Marketing Specialists to show clients value in SEO efforts

Charlotte, NC
Spring 2021 - Present

3Degrees Group, Inc.
Video Producer Independent Contractor
o Collaborated with the Talent and creative teams to develop compelling, shareable short-form video content for social media and 3Degrees-related websites
o Demonstrated an understanding of the design and production processes
o Retouch and manipulate video footage as required

Remote Office, NC
Spring 2021

3Degrees Group, Inc.
Digital Marketing & Employer Brand Intern
o Provided and presented an extensive audit of impressive employer brand strategies for various companies
o Drafted employer brand strategy based on the research and current knowledge of the employer brand style guide
o Created various digital marketing content for asset library

Remote Office, NC
Fall 2020

QC Exclusive Magazine
Social Media Intern
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

Charlotte, NC
Summer 2019

International Paper
Communication Intern
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

Memphis, TN
Summer 2018

LEADERSHIP

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

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

RELEVANT SKILLS

Adobe Premiere	Google Search Console	Google Analytics	SEMRush	Google Trends
Yext	Moz	WordPress	Social Media Marketing	HTML/CSS