

Miranda Farley

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EDUCATION

Longwood University

Farmville, Va

Bachelor of Arts in Communication Studies

May 2020

Concentration: Digital Media Minor: Sociology

Scholarship: Academic Excellence in Digital Media

WORK EXPERIENCE

Longwood University- Office of Alumni and Career Services

Farmville, Va

Student Intern

August 2019-Present

- Assist with email marketing campaigns in order to encourage alumni engagement
- Assist with social media campaigns, both paid and organic
- Meet with the Assistant Director, Engagement Communication to develop new and exciting digital programs and campaigns
- Analyze data from email, social, and office initiatives to find ways to improve upon the program and distribution of information
- Assist on event days for the office including but not limited to career fairs, alumni awards, ring ceremony, and alumni weekend
- Develop content and engage in OACS Professional Communities

Food For Thought Restaurant

Williamsburg, Va

Hostess

March 2017-Present

- Practice problem solving by deciding where to seat guests based on their needs
- Work as part of a cohesive team
- Answer the phone to schedule times for guests to dine at the restaurant
- Greet and seat guests with a positive attitude
- Sold merchandise to customers

Chick-Fil-A

Williamsburg, Va

Front Counter Associate

August 2013 - March 2017

- Developed customer service skills by interacting with guests in a fast-paced environment
- Met all guest needs by working the drive-thru window, bagging food for guests, and taking orders for guests at the front counter
- Practiced opening and closing duties

LEADERSHIP EXPERIENCE

The Rotunda- Social Media Editor

March 2017-Present

- Post articles from the student newspaper on Facebook and Twitter
- Promote all recruitment and fundraising events the organization plans
- Recruit more staff members for The Rotunda via Facebook and Twitter
- Launched an Instagram account to share photos taken by the photography staff with captions to tell a brief story from events on campus or in the community

Lambda Pi Eta Communication Studies Honor Society- Secretary

April 2019-Present

- Takes attendance at meetings, sends emails to members, and coordinates with entire executive board for events

SKILLS

Computer/Tech: Hootsuite, Adobe Premiere, Graphic Design, Final Cut Pro X, Facebook, Twitter, Instagram, Canon XF300, AgoraPulse, Trello, Slack, Raiser's Edge

Language: Spanish