

ELLIAPARRISH

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Humboldt, TN 38343

EDUCATION

UNIVERSITY OF MEMPHIS

Master of Arts in Journalism and Strategic Media, with an emphasis in Integrated Strategic Media

Graduate Certificate in Social Media Analysis and Strategies

2024 - 2025

Bachelor of Arts in Public Relations, *magna cum laude*, university honors

2021 - 2023

JACKSON STATE COMMUNITY COLLEGE

Associate of Science in General Studies, *cum laude*

2019 - 2021

CERTIFICATES

- Hootsuite Social Media Marketing
- Hootsuite Platform
- Fundamentals of Media Relations (Muck Rack)
- Social & Behavioral Research - Basic/Refresher (CITI)

SKILLS

- Public Relations Campaigns
- Social Media Strategy, Analytics, Management, and Content Creation
- Writing and Graphic Design for Social Media
- Event Planning and Marketing
- Student Leadership

EXPERIENCE

GRADUATE ASSISTANT OF STUDENT ENGAGEMENT

Jan. 2024 - May 2025 | University of Memphis, Lambuth

- Completed the same duties as detailed in the marketing intern position.
- Administered the Student Code and provided on-campus crisis support as a member of Lambuth Residence Life pro-staff.
- Co-managed the Campus Activities Board of five student leaders and annual budget of \$25,000.
- Provided leadership to Registered Student Organizations, TigerZone, and the Student Event Allocation process.
- Coordinated spirit, educational, and social programs which emphasized tradition, multiculturalism, community development, conflict management, and communication.
- Assisted students and staff regarding personal, cultural, financial, and academic issues and made referrals to appropriate university and community agencies.
- Represented Student Services during campus tours and preview days.

MARKETING INTERN

Aug. 2022 - Dec. 2023 | University of Memphis, Lambuth

- Managed and created content for the Student Services Instagram account with over 1,000 followers.
- Created and distributed the weekly Student eNews, monthly Tiger Scoops, and other campus flyers and advertisements.
- Aided in campus event planning by providing knowledge of public relations strategies and a student perspective.
- Planned social media campaigns including one which increased engagement on Instagram by 1,900% in a one week period.
- Photographed campus-wide events such as Baccalaureate.
- Proficient in Microsoft Office, Lightroom, Canva, Mailchimp, Stripo, FrontDoor, Anthology, Instagram, and DSLR photography.

SUSTAINABILITY EMPLOYEE

Feb. 2023 - May 2023 | University of Memphis, Lambuth

- Performed weekly recycling collection around campus.
- Facilitated food recovery between the BlueGray Cafe and the Tiger Pantry by packing leftover catering from on-campus events into reusable to-go containers for the Tiger Pantry.
- Created recycling infographics with up-to-date information which were displayed above each recycling receptacle on campus.