

Ellia Parrish

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Education

University of Memphis Master of Arts in Journalism and Strategic Media, with an emphasis in Integrated Strategic Media	Memphis, TN 2024–2025
Graduate Certificate in Social Media Analysis and Strategies	2024–2025
Bachelor of Arts in Public Relations, <i>magna cum laude</i> , university honors	2021–2023
Jackson State Community College Associate of Science in General Studies, <i>cum laude</i>	Jackson, TN 2019–2021

Certificates

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

Experience

University of Memphis Lambuth Graduate Assistant of Student Engagement	Jackson, TN Jan. 2024–May 2025
- Completed the same duties as detailed in the marketing intern position - Co-managed the Campus Activities Board of student leaders and annual budget of \$25,000 - Coordinated educational, social, and spirit programming in line with the office's standards - Provided in-person crisis support as a Lambuth Residence Life pro-staff member - Represented the Office of Student Services during campus tours and preview days	
University of Memphis Lambuth Marketing Intern	Jackson, TN Aug. 2022–Dec. 2023
- Managed and created content for Student Services's Instagram with over 1,000 followers - Designed and distributed the weekly student eNews, monthly newsletter, and other flyers - Photographed campus-wide events including Baccalaureate and student organization fairs - Increased social media engagement by 1,900% via an Instagram post, boosting in-person event attendance by 20%	
University of Memphis Lambuth Sustainability Employee	Jackson, TN Feb. 2023–May 2023
- Created up-to-date recycling infographics which were displayed above each recycling bin - Performed weekly recycling collection and facilitated event food recovery around campus	

Skills

Public Relations Campaigns • Social Media Strategy, Analytics, Management, & Content Creation
• Writing & Graphic Design for Social Media • Event Planning & Marketing • DSLR Photography
Proficient in Microsoft Office • Lightroom • Canva Pro • Mailchimp • Stripo • FrontDoor • Anthology