

# AVA MAYO

UNC HUSSMAN MEDIA AND JOURNALISM STUDENT

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## SUMMARY

Dynamic and versatile professional with dedication towards fostering community connection and delivering impactful storytelling across diverse platforms.

Adept at harnessing Instagram and Twitter to drive target demographic engagement and achieve organizational objectives curated towards a brand's online identity.

Writing and reporting experience which prioritizes the delivery of consistent and compelling narratives on a broad spectrum of topics, showcasing prowess in research, source cultivation, and deadline management.

Capacity to harness creativity with editorial precision to produce captivating content across print and digital mediums.

## SKILLS

Copywriting  
AP Style Writing  
Adobe Photoshop Adobe Audition  
Canva  
Visual Studio Code

## EDUCATION

2022 - 2025

University of North Carolina at Chapel Hill Hussmann School of Journalism and Media

B.A. in Media and Journalism (Journalism)

Minor in Politics, Philosophy & Economics

GPA: 3.83

## EXPERIENCE

### 2024- Present NIL Store Social Media & Creative Ambassador *The NIL Store, Campus Ink*

- Maintain UNC NIL store social accounts, utilizing Instagram and Twitter to impact sports on campus, drive fan engagement, and achieve organizational goals.
- Brainstorm, create, and publish content to social media channels, website and other platforms.

### 2024- Present Reporter *The Durham Voice*

- Demonstrated ability to cover diverse topics ranging from local events and profiles to pressing issues affecting the Durham community.
- Proficient in conducting thorough research, cultivating sources, and crafting engaging narratives that resonate with readers.
- Adept at meeting deadlines, collaborating with editorial teams, and adapting to evolving news landscapes.
- Dedicated to providing insightful, accurate, and impactful coverage that fosters community connection and understanding.

### 2023 - Present Magazine Journalist & Style Team Member *Coulture Magazine*

- Collaborate closely with the style team to curate captivating content for both print and digital platforms of Coulture Magazine.
- Demonstrate proficiency in copywriting and editorial publishing, consistently adhering to AP style guidelines to ensure clarity and consistency in messaging.
- Actively contribute to the creative vision of the publication through active participation in the "Inspo" Team, fostering internal and external engagement by providing innovative creative direction.
- Maintain awareness of the cultural landscape on campus, ensuring content remains relevant and resonant with the target audience.

### 2022 - Present Advertising Account Executive *The Daily Tar Heel*

- Proactively generate leads and cultivate relationships to expand the client portfolio, employing personalized engagement strategies to foster meaningful connections.
- Conduct a minimum of 10 client calls and in-person visits weekly, consistently upholding a professional demeanor and providing exemplary customer service.
- Spearhead efforts to achieve monthly sales objectives, with a focus on attaining a target of \$25,000 in advertising revenue per month.
- Employ effective communication and negotiation skills to secure advertising partnerships and maximize revenue potential for the publication.

