

AVA MAYO

UNC HUSSMAN MEDIA AND JOURNALISM B.A. || POLITICS PHILOSOPHY ECONOMICS MINOR

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SUMMARY

Journalism student involved in a variety of educational and career channels to gauge communication skills through a multifaceted lens.

SKILLS

Strategic Communications

Merchandising

Copywriting

AP Style Writing

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, Environmental Science

GPA: 3.83

EXTRACURRICULARS

Phi Alpha Delta Law Fraternity

2024-2025

Merchandising Chair

2023-2024

Merchandising Co-Chair

2022-2023

Volunteer - Chapel Hill Community Garden

EXPERIENCE

2024 – Part Time Legal Assistant

Milberg Coleman Bryson Phillips Grossman PLLC

- Assist attorneys and paralegals in office operations through various tasks including notebook preparation, mail processing, printing jobs and court deliveries.
- Write a column for the firm's international newsletter: *The Milberg Minute*

2024 Spring Semester- NIL Store Social Media & Creative Ambassador
The NIL Store, Campus Ink

- Maintain UNC NIL store social accounts, utilizing Instagram and Twitter to engage with student-athlete partners.
- Utilize fan engagement to achieve marketing objectives.
- Proficient in social media copywriting.
- Adhere to daily quotas of post requirements, consistently publishing content to all UNC NIL Store social media channels.

2024 Spring Semester - Reporter

The Durham Voice

- Demonstrate 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 and collaborating with the editorial team.

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.
- Consistently adhere to AP style guidelines to ensure clarity and consistency in messaging.
- Maintain awareness of the cultural landscape on campus, ensuring content remains relevant and resonant with the target audience.

2022 – 2024 Advertising Account Executive

The Daily Tar Heel

- Proactively generate leads and cultivate relationships through consistent email and virtual meeting correspondence.
- Conduct a minimum of 10 client calls and several in-person visits weekly.
- Spearhead efforts to achieve monthly sales objectives, with a focus on attaining a target of \$25,000 in advertising revenue.
- Craft email templates and content which aligns with client outreach objectives.