

serena graham

CONTACT

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ABOUT ME

I am a UGA graduate and a creative at heart. I'm passionate about problem-solving, innovation and creativity, and I strive to combine these passions every day in my endeavors.

EDUCATION

Public Relations, A.B.

Political Science Minor

University of Georgia, May 2020

3.6 GPA

SKILLS

- Adobe Creative Suite
- Photography
- Videography
- Social Media
- Project Management
- Leadership
- Time Management

WORK EXPERIENCE

Marketing Coordinator

Rev.io | July 2020 - Present | Atlanta, GA

- Worked collaboratively with other creative team members on several projects with tight deadlines
- Managed social media channels with 30% growth in engagement
- Continuously used established brand guidelines in new and creative ways to keep the brand fresh and modern

Media Intern

UGA's Center for Leadership and Service | May 2019 - May 2020 | Athens, GA

- Worked primarily with Dawg Camp, Arch Society and Leadership UGA as well as the overarching Center for Leadership and Service
- Solely responsible for Dawg Camp's photography, videography and promotion
- Assisted in the reformation of the Dawg Camp and Arch Society branding guides

Student Assistant

UGA's Office of Curriculum and Instruction | February 2018 - May 2020 | Athens, GA

- Developed strong peer leadership characteristics
- Ensured correctness and delivery of official university communication
- Presented to groups of over 100 about the First Year Odyssey and Double Dawgs
- Communicated directly with first-year students concerning registration and the First Year Odyssey

Fall 2019 Yarbrough-Grady Graphics Fellow

UGA's Grady College of Journalism | August 2019 - December 2019 | Athens, GA

- Worked directly with the Grady communications department
- Created digital and print graphics to announce and promote within Grady
- Worked on multiple projects at once
- Utilized UGA's and Grady College's brand voice in creative ways
- Spearheaded the tracking and assessment of social media analytics