

# BLAKE

Recent Grad Seeking Digital and Social Media Roles

▪ Miami, FL

## Introduction

Blake is a recent grad seeking opportunities to launch a career in Digital/Social Media Marketing. She is:

- Highly creative and entrepreneurial in starting a fitness clothing, sunglasses retail, and DJ business.
- Well-versed in innovative content creation, demonstrating a passion for storytelling, music, and video production that engages and influences targeted audiences.
- Current with the latest social media trends and eager to learn and grow with the right company.

## Skills

- MS Office 360
- Canva
- Adobe Creative Suite
- UX/UL Design
- Bootstrap
- WordPress
- JavaScript
- Video Production & Editing
- Scriptwriting
- Fashion Industry Skills
- Networking
- Cross-functional teamwork
- Collaboration
- Content & Social Media
- Brand Positioning

## Education University - Bachelor of Science

San Marcos, TX

2020-2024

- **Major:** Digital Media Innovation & Mass Communication
- **Minor:** Studies in Popular Culture
- **Relevant Coursework:**
  - Freelancing for Media Professionals
  - Media Law & Ethics / Sports Media
  - Electronic Media as Entertainment
  - Web Design & Publishing / Adv. Social Media
  - Mobile Media Development – App Development
  - Grammar for Media Professionals
  - Visual Storytelling / Social Media Analytics
  - Visual Communication / Media Design
  - Digital Media Innovation
  - Media Writing / Digital & Online Media

## Experience

Miami, FL

July 2024 - Present

### Sales and Personal Training Specialist

- Provide personal fitness training, conduct Equifit assessments, and perform functional movement screenings to align with clients' fitness goals.
- Administer and analyze InBody tests to create customized, goal-oriented fitness programs.

### Self-Employed DJ

CA and TX

2021 - Present

- Provide entertainment at various music events and in all genres as a DJ and music producer specializing in HipHop, R&B, and House music.
- Chosen to perform at sorority and fraternity events, bars, and clubs in TX and CA.

### Customer Service

Dallas, TX

2019-2020

- Greeted, checked in guests and assisted with membership sign-ups at popular dog park and restaurant.

### Modeling and Sales

Dallas, TX

2018-2019

- Provided retail sales support for a women's high-end boutique.
- Assisted customers and utilized effective visual merchandising to attract greater consumer spending.
- Modeled products for Social Media for Instagram.