

MEREDITH EATON

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Portfolio: <https://www.mereditheaton.com/>

EXPERIENCE

Hurrdat Marketing, Omaha, NE

Social Media Internship

August 2024

- Gathered content at the Pinnacle Bank Championship golf tournament to create videos and posts for social media accounts
- Conducted interviews with both players and spectators to share behind the scenes with followers for increased engagement
- Created promotional content to increase foot traffic over the course of the weekend
- Planned social media content using content calendars and schedulers

CBIZ, Kansas City, MO

Marketing & Service Internship

June 2023 – August 2023

- Updated client renewal presentations to newest version with updated client information and company branding in advance of 2024 benefits and insurance season
- Transferred client benefit guide templates and content from the previous design and branding to the most current to have deliverables ready for client meetings
- Created spreadsheets for employee profiles by gathering and sorting employee information provided from previously curated bio documents
- Participated in internal RFP meetings to gain knowledge about external partnerships, the decision-making process and cross functional communication

Urban Outfitters

Sales Associate

March 2021 – July 2023

- Assisted with the store's media accounts to drive awareness by posting about sales, promos, and new arrivals
- Provided customer assistance with product
- Facilitated checkout of the customer transaction
- Replenished product on the sales floor

COMPETENCIES

Campaign Management
Strategic Planning
Event Planning
Digital Marketing Design

STRENGTHS

Collaborative
Adaptable
Team oriented
Effective communicator
Strong work ethic
Coachable
Organized
Critical thinker
Time management
Problem solver
Disciplined

PROFICIENCIES

Microsoft Office Suite
Adobe Premier
Adobe InDesign
Adobe Illustrator
Adobe Xd
Canva
CapCut

EDUCATION

The University of Kansas, Lawrence, KS — Major: Strategic Communications; Minor: Business

August 2020 - May 2024

Worked on a Brains & Beauties broadcast show. Experience with campaign management, digital marketing, AP style, event planning, basic graphic design, and video editing.

Universitat Autònoma de Barcelona, Barcelona, Spain — Strategic Communications

Fall 2023

Courses included International Marketing Strategies, Career Management, People Management, and Elementary Spanish.