**PERSONAL SUMMARY**

Ariana Coleman is a student from Baylor University pursuing her B.A. in Marketing and International Business. She has relevant experience in recognizing social patterns and behavior in order to detect trends in media. Uses creative ways to address current trends, through the use of media, and has knowledge of how to use multimedia platforms to target followers. She is an analytical thinker who is known to meet given deadlines, go beyond placed expectations in the work environment. She is a strong communicator and has the ability to critically listen and respond to others in a work setting.

**EDUCATION**

**BAYLOR UNIVERISTY-** Waco, Texas

**Baylor Bachelors of Business**

* International Business and Marketing
* Baylor Interdisciplinary Core Honors Program

**EXPERIENCE**

**Peacock Plume Magazine Writer peacockplume.fr Fall 2016**

Contributing writer for the Peacock Plume Website located at American University Paris. I participated during Fall semester 2016 as a semester exchange student.

Peacock Plume is a student run magazine located at American University. We post weekly content under the fields of: Food & Travel, Opinion, News, etc.

**Responsibilities:**

* Responsible for creating weekly, relevant content for the students of American University and also to the wider world audience.
* We were expected to utilize social media in order to promote our works on our individual social media accounts, to spread content awareness for The Peacock Plume Magazine.
* Incorporated interviewing techniques such as: extensive research, facts, interviews, etc., in order to form our articles.
* Met once a week in order to collaborate with each other on new content, review old content, and speak with editors to get feedback on individual pieces.

**Blogger/Creator The New Classique Fall 2016 – Cont.**

I am the creator of The New Classique, a blog focusing on Travel, Style, Food, and Lifestyle. The New Classique began in November and pushes to give a fresh take on the common topics in media.

**Responsibilities:**

* Creating weekly content that are relevant to my targeted readership.
* Researching ways on how to utilize social media in order to boost viewership and ratings for the blog.
* Monitors analytics such as: Blog traffic, mobile usage, popular content, and general activity on the blog.
* Updates and oversees website design for The New Classique and also edits written content.

**Social Media Management Intern MissPlanit.com August 2015 – May 2016**

Responsible for creating content and monitoring social media schedules which included: creating posts, scheduling the optimum time to post, and monitoring views of the media platforms.

**Responsibilities:**

* Managed social media platforms Pinterest, Twitter, Facebook, and YouTube for the upstart company Miss PlanIt, a do-it-yourself project company.
* Monitored any updates within the media platforms in order to optimize the company’s use of the platform, and attract financial investors to the company.
* Applied techniques of diversification in order for Miss PlanIt to take advantage of multiple fields of promotion and attract viewers.
* Had a positive increase in all social media in 3 months. Twitter: gained 29 followers, Instagram: gained 11 followers, Pinterest: gained 149 followers, Facebook: gained 90 likes.
* Assisted in filming and photography to improve quality of content being shared on social media platforms.
* Assisted in creating marketing and advertising techniques to increase company publicity to gain followers and likes from social media platforms.

**Classroom Technology Assistant Baylor University Since August 2015**

Worked individually and in a team to troubleshoot, support, and allocate technological resources across the Baylor campus.

**Responsibilities:**

* Oversees the technological resources of the Arts and Sciences buildings on the Baylor campus and personally works to maintain efficiency with all technological products under Classroom Technology Services jurisdiction.
* Takes inventory of all incoming and outgoing technology and catalogues all uses of the inventory.
* Troubleshoots technological issues faced within the classrooms at Baylor University, and is also well versed in the installation process of computers and their programs.

**ADDITIONAL**

* Member of the Baylor Dance Company
* Baylor and Beyond Activity Leader
* Baylor University Welcome Week Leader
* Member of National Society of Collegiate Scholars