

ERICA AVESIAN

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EDUCATION

University of Michigan (Bachelor of Arts: May 2013), Ann Arbor, MI **GPA: 3.7/4.0**
College of Literature, Science, and the Arts (**Major: Communications, Minor: Writing**)

EXPERIENCE

Underground Printing (www.undergroundshirts.com), *Social Media & Marketing Intern*, Ann Arbor, MI **8/12-Present**

- Write monthly newsletter and weekly blog posts with reader-focused content to engage our target audience
- Update social media tracking spreadsheet on Excel to examine the strengths and weaknesses of our social media efforts
- Contribute to store social media accounts and develop effective strategies for interjecting our brand into the daily lives of our customers

Her Campus (www.hercampus.com), *Contributing Writer*, Boston, MA **5/11-Present**

- Pitch relateable and fresh article ideas for each category represented on the website
- Write entertaining and servicey relationship, fashion, & lifestyle articles twice a month
- Share articles through social networking sites to increase our readership

SHEI Magazine (www.sheimagazine.com), *Stylist, Writer, & Event Planner* Ann Arbor, MI **9/09-Present**

- Write online and print human interest and fashion articles by interviewing people and researching newsworthy topics
- Collaborate with fashion and photo team members to successfully implement photo shoots
- Plan and coordinate events such as fashion shows and magazine launch parties to help increase awareness about SHEI Magazine

Alex & Jane Shapemakers, LLC (www.ajshapemakers.com), *Marketing & Sales Intern/Assistant*, Birmingham, MI **5/12-8/12**

- Developed buyer's packet and line sheet to better market the company
- Cold called potential buyers and followed up with them in a timely manner
- Wrote press release and pitched story to the media to gain more press for Alex & Jane
- Created and maintained social media accounts to reach our target audience via multiple channels

StyleLine Magazine (www.stylelinemag.com), *Editorial Intern*, Detroit, MI **5/11-12/11**

- Interviewed local designers and wrote articles for a monthly feature called "Designer Spotlight"
- Assisted with photo shoots by pulling clothes from boutiques and recording item details
- Photographed fashionable women for a monthly feature called "Street Style"
- Updated store contacts in Excel spreadsheet to maintain organization and accuracy

College Lifestyles (www.collegelifestyles.org), *Writing Intern*, Shreveport, LA **12/10-8/11**

- Used WordPress to write 33 articles about fashion, dorm life, and college
- Tagged posts with key words and marketed the posts through social networking to improve SEO
- Engaged our readers by following the College Lifestyles brand and incorporating readers' interests into articles

Lovelyish (www.Lovelyish.com), *Editorial Intern*, New York City, NY **5/10-8/10**

- Wrote 10 blogs per week about fashion, beauty, and relationships
- Edited 10 blogs per week that were submitted by readers
- Developed and contributed to my own column called "Erica's College Survival Guide"

ACTIVITIES/SKILLS

- Cadence modern and lyrical dance company, *Artistic Director*
- Michigan Association of Communication Studies (MACS)
- Social media: Facebook, Twitter, YouTube, LinkedIn, Pinterest, Instagram, Hootsuite
- Blogging: WordPress, Blogger, Posterous, Tumblr
- Proficient in MS Office
- Peer tutor for student athletes at the University of Michigan

AWARDS/PROFESSIONAL DEVELOPMENT

- Her Campus One Million Collegiettes Top Writer Award: 12,855 new views on article in February
- University of Michigan Department of Communication Studies Public Relations Workshop
- Hay There Social Media Saving Face copy (www.haytheresocialmedia.com/savingface)
- MTV Inner Circle Focus Group
- PR- The Chicago Way: DePaul PRSSA's 2013 Regional Conference