**Amelia Derry**

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**EDUCATION**

* **Bachelor of Science in Communications Media/Media Studies** Graduated
* **Bachelors of Science in Fashion Studies** May 2024
* **Certificate in Photography and Digital Imaging**
* **Indiana University of Pennsylvania (IUP)**
* Communications Media Department

# 3.88 cumulative GPA

**EXPERIENCE**

***Student Social Media Content Creator*,** *IUP Office of Marketing and Communications*  Dec 2022 – May 2024

* Produced engaging videos and content for university-owned social media accounts, consistently exceeding average engagement rates
* Create the most liked post from the Spring 2024 semester (Instagram)

***Brand Manager***, *All Things Bridal / All Things Prom* Dec 2019 - Present

* Create a cohesive brand image across various accountsand social media platforms
* Attend business trips to Atlanta and New York City to create content and give input on buying
* Promoted from Prom Consultant, to Bridal Consultant,to Brand Manager

***Lead Tour Guide*,** *IUP Office of Admissions*  Feb 2021 – May 2024

* Spearheaded recruitment efforts by assisting in the hiring process for over 30 new tour guides through group interviews
* Certified to train and provide feedback to other tour guides, contributing to a high level of professionalism and performance
* Receive Scholarship based on performance

***Intern*,** *IUP CO-OP Store*  Aug 2022 - Dec 2022

* Produce photos shoots for incoming products and for different events/holidays
* Designed, merchandised, and marketed personalized merchandise lines for hockey and marching band enthusiasts, ensuring alignment with target audience preferences
* Contributed insights to buying meetings, optimizing merchandise selection and budget allocation.

**TECHNICAL SKILLS**

* Advanced in Meta Business Suite, Canva, Cap Cut, Photography and Image Editing
* Proficient in Microsoft Suite, Adobe Products, Copy Writing

**HONORS/ACTIVITIES**

* Klinginsmith Award for Outstanding PortfolioMay 2024
* *IUP Fashion Association,* President April 2022 – May 2024
* Sutton Scholar August 2020 – May 2024
* *IUP Esports,* Founding Member September 2021 - September 2023
* Photographer, *Fair Haven Fishing Association* June 2015 – Present

*Wounded Warriors Weekend*