

Ariel Baise
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EDUCATION:

Louisiana State University (LSU), Baton Rouge, LA In Progress
Bachelors of Arts, mass communication, public relations concentration
Minors in English and music

EXPERIENCE:

Entertainment Reporter August 2020-
LSU Reveille

- Pitch 3-4 story ideas to entertainment editor to be discussed at weekly budget meetings for feedback
- Research community members to conduct interviews and write article drafts for newspaper publication
- Promote published articles on social media platforms such as Facebook, Twitter and Instagram

Social Media Marketing Internship August 2020-
LSU Museum of Art

- Create social media content and copywrites for LSU Museum of Art Store's Facebook page
- Develop a content calendar to schedule and arrange posts for sales, holidays and museum events

Marketing & Communications Student Worker October 2019-May 2020
LSU Campus Life

- Developed successful social media campaigns that led to an increase of 500 followers in one semester
- Collaborated with team using Basecamp & Hootsuite to satisfy the needs of clients' marketing requests
- Wrote copy for social media content and press releases to promote our clients' events

Blogger February 2019-
arielbianca.com & arieluniversityguide.com

- Establish self-hosted WordPress websites with SEO-friendly blog posts about lifestyle and college
- Design graphics using Adobe Creative Suite & Canva to promote blog posts on social media
- Manage a Pinterest account that cultivated 35k followers and reached 1.8M monthly views in June 2020

SKILLS:

Proficient in Microsoft Office Suite, Blogging, BaseCamp, Hootsuite, WordPress, Pinterest, Creative Writing, PR Writing, Adobe Illustrator, Adobe InDesign, Canva, Social Media Analytics
Working Knowledge in Adobe Photoshop, iMovie, Spark AR, Search Engine Optimization (SEO), MailChimp, Photography, Video Content, Instagram Content

HONORS/ACTIVITIES:

Honors: Jay Perkins Scholarship Recipient 2019, Tuition Opportunity Program for Students (TOPS) Award Recipient, Dean's List 2018-2019, Wattpad Featured Author 2018

Activities: Public Relations Student Society of America (PRSSA), Manship Ambassador, National Association of Black Journalists (NABJ), Feminists in Action (FIA), HerCampus LSU, Leadership LSU

RELEVANT COURSEWORK:

Media Writing, Visual Communications, PR Writing, PR & Social Media Strategy, Media Ethics, Multiculturalism & Media, Marketing, Creative Writing, Literature, Principles of Management, PR Research, Digital Advertising Creative Strategies, Social Media Analysis & Creation