

I'Ja Wright

ijamariwright@gmail.com | <https://ijamarie.com/> | [I'Ja Wright | LinkedIn](#)

EDUCATION

Columbia College Chicago – Chicago, IL

September 2021- May 2025

Major: Bachelor of Arts in Marketing

I'Ja Wright is a creative strategist, storyteller, and connector who thrives at the intersection of media, marketing, and community. With experience spanning broadcast journalism, social media, event production, and nonprofit communications, she brings both heart and hustle to every space she enters. Whether she's behind the mic, curating a campaign, or leading a program, I'Ja knows how to craft stories that resonate, build experiences that inspire, and move audiences to action. Rooted in purpose and powered by creativity, she's driven to amplify underrepresented voices, spark connections, and shape culture with intention.

Professional Experience

Media Planning Intern

Spark Foundry, Chicago, IL (May 2025 – August 2025)

- Support media planning for Molson Coors' Above Premium Flavor & Innovation brands using insights and market analysis
- Collaborate with teams on media objectives, planning deliverables, and campaign tracking
- Research competitors and analyzed data to strengthen media strategy and brand positioning

Broadcasting & Social Media Strategist

Illanoize Radio Station, Chicago, IL (December 2023 – Present)

- Produce engaging radio content and deliver effective on-air presentations.
- Develop and implement social media strategies to increase audience engagement.
- Utilized analytics to measure the impact of campaigns and improve content.

Marketing Assistant

Career Center, Columbia College Chicago, Chicago, IL (September 2023 – May 2024)

- Created social media content and campaigns, boosting engagement across platforms.
- Assisted with event planning and execution, including virtual and in-person activities.
- Handled confidential student and employer information with professionalism.

Communication & Development Intern

Snow City Arts, Chicago, IL (June 2024 – August 2024)

- Designed and implemented communication strategies to promote arts education.
- Researched potential donors and crafted compelling grant proposals.
- Built partnerships with community stakeholders to amplify program impact.

Resident Assistant – First Year Experience (FYE)

Housing & Residential Experience, Columbia College Chicago (August 2023 – May 2025)

- Supported first-year students through community-building activities and mentorship.
- Mediated conflicts and connected students to campus resources.
- Planned and executed programming to foster inclusivity and academic success.

Intern – Louis Carr Foundation

Narratent Digital Marketing, Chicago, IL (June 2023 – December 2023)

- Managed social media accounts and created optimized content for multiple platforms.
- Analyzed data from digital marketing campaigns to identify areas for improvement.
- Collaborated with cross-functional teams to support strategic marketing initiatives.

Student Manager – Programming & Community

Student Diversity & Inclusion, Columbia College Chicago (December 2022 – June 2023)

- Mentored and supported students through programming and workshops.
- Organized campus-wide events and initiatives promoting diversity and inclusion.
- Collaborated with other departments to ensure event success.

Events Producer Intern

OAD Productions, Overflow Coffee, Chicago, IL (February 2023 – May 2023)

- Managed volunteer recruitment and day-of event operations.
- Developed promotional materials and executed brand awareness campaigns.
- Expanded sponsorship contact and partnership list for future events.

Relevant Experience

Hip-Hop Club President

Columbia College Chicago (August 2023 – January 2025)

- Led Columbia's Hip-Hop Club, curating events and driving community engagement
- Organized "The Bridge," a week-long event series connecting Columbia and Chicago's hip-hop scenes
- Built a creative community of artists and students through leadership, marketing, and collaboration

Leadership Roles

Student Representative

Board of Trustees, Columbia College Chicago (September 2023 – May 2025)

- Advocated for student concerns and interests during Board discussions.
- Provided feedback on policies and initiatives to improve student experience.
- Collaborated with senior leadership and faculty to influence strategic planning related to enrollment, student success, and campus life.
- Presented formal reports on student feedback, trends, and engagement data to executive leadership and trustees
- Supported campus-wide events and admissions initiatives by representing the student experience to prospective students and families.

L.E.A.D. Ambassador

Columbia College Chicago (September 2022 – December 2022)

- Planned and executed small to large-scale events on campus.
- Managed social media channels to enhance student engagement.

Skills

- **Professional:** Media Planning, Digital Marketing, Community Outreach, Event Planning, Content Creation, Public Speaking, Brand Storytelling, and Programming
- **Technical:** Google Workspace, Microsoft Office, Excel, Social Media Platforms (Instagram, TikTok, Twitter, Facebook, LinkedIn), Mailchimp, Canva, WordPress, Asana, Slack, Monday.com, Eventbrite
- **Interpersonal:** Collaboration, Leadership, Creativity, Relationship Building, Strategic Thinking, Peer Mentorship, Conflict Mediation, Problem-Solving, Attention to Detail