

I'Ja Wright

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EDUCATION

Columbia College Chicago – Chicago, IL

September 2021 - Present

Major: Marketing

3.4 GPA

RELEVANT EXPERIENCE: WARDROBE STYLING | BROADCAST JOURNALISM | CREATIVE DIRECTION | EVENT PRODUCING | DIGITAL MARKETING

SBFW New York Fashion Week Internship – Manhattan, NY

January 2021 – January 2021

Front of the House Intern

- Keeping time for designers.
- Assisting any designers who need assistance with model dressing.
- Assisting vendors with set up, if needed.
- Ushering models from backstage to the Penthouse.
- Lining models up in scheduled order.

WCRX Radio Station of Columbia College Chicago

February 2022 – May 2023

Radio Host

- Produce, write, and narrate programs on the radio.
- Conduct interviews.
- Operate equipment.
- Represent WCRX radio station at industry and community functions and events.
- Host Biweekly Vinyl Connects.

L.E.A.D. (Leadership, Equity, Access, & Diversity) of Columbia College Chicago

September 2022 – December 2022

L.E.A.D. Ambassador – Student Engagement Leadership Program

- Responsible for planning small to large scale events on Columbia College Chicago Campus.
- Oversee administrative responsibilities of L.E.A.D.'s social media and engage portal channel.

SDI (Student Diversity & Inclusion) of Columbia College Chicago

December 2023 – June 2023

SDI Student Manager – Programming & Community

- Provided guidance, mentorship, and support to students through programming, helping them with academic or personal issues.
- Developed and organized events, workshops, or activities to enhance students' learning experiences.
- Fostered a sense of community among students, encouraging collaboration and networking.
- Collaborated with other departments or teams to ensure the success of the program

OAD Productions of Overflow Coffee

February 2023 – May 2023

Events Producer Intern

- Develop a system to build out and retain a reliable volunteer base for Overflow Events.
- Assist on the back-end event planning & day of event management.
- Assist in brand awareness by marketing and connecting with our neighbors in the South Loop community.
- Develop content, promotional materials, flyers, and assist with marketing of 1449 S. Michigan Events using our brand guidelines.
- Work to build out a list of potential OAD Productions sponsorship and partnership contacts.

Scholars Project of Columbia College Chicago

May 2023 – September 2023

Student Leader

- Monitor the front desk
- Reply to emails sent to the Scholars email address in a timely, knowledgeable manner
- Contribute to the creation and development of communications (such as emails, social media creation and monitoring, posting of campus related information, etc.)
- Assist students in connecting appropriate supports such as Academic Advising, Counseling Services, Tutoring, Student Diversity & Inclusion, etc.
- Support with campus-wide events presentations/events, orientation expo, training sessions, and promotional activities

Louis Carr Foundation Intern (B.E.T.)

Narratent Digital Marketing

June 2023 – December 2023

Intern

- Assist in managing and scheduling social media posts on platforms like Facebook, Twitter, Instagram, and LinkedIn.
- Help create and optimize content for digital platforms, including blog posts, social media updates, and email campaigns.
- Gather and analyze data from various digital marketing campaigns and platforms to provide insights and recommendations for improvement.
- Work closely with the digital marketing team and other departments to support overall marketing initiatives.

Housing Residential Experience of Columbia College Chicago

August 2023 – May 2024

F.Y.E. (First Year Experience) Resident Assistant

- Provide round-the-clock support and guidance to first-year students residing within the Housing Residential Experience community.
- Serve as a first responder during emergencies, offering immediate assistance and following established protocols for crisis management and student safety.
- Organize and facilitate community-building activities, including social events, educational workshops, and team-building exercises to foster a sense of belonging among residents.
- Mediate conflicts and facilitate constructive dialogue to address roommate disagreements, interpersonal issues, and other challenges within the residential community.
- Connect residents with campus resources, such as academic support services, counseling centers, and extracurricular opportunities, to promote holistic student development.
- Uphold and enforce residence hall policies and procedures, ensuring compliance with safety regulations and fostering a respectful living environment conducive to academic success.
- Collaborate with fellow Resident Assistants and Housing Residential Experience staff to plan and execute programming initiatives aligned with the department's goals and objectives.

Career Center of Columbia College Chicago

September 2023 – May 2024

Marketing Assistant

- Create engaging content for the Career Center's social media channels, blog, and mass emails.
- Help to develop social media campaigns, and seek new opportunities to increase engagement with our audiences.
- Assist with social media management for large projects, events and campaigns.
- Support in planning, setting up, breaking down, and documenting events and presentations (all events are currently remote)
- Assisting with confidential student and employer information
- Assisting in a variety of projects involving employer outreach, data collection, and organizational assignments for upcoming events and presentations

Illanoize Radio Station

December 2023 – May 2024

Broadcasting & Social Media Strategist Intern

- Understand the fundamentals of radio broadcasting, including scripting, voice modulation, and technical operation.
 - Develop proficiency in creating engaging radio content and delivering effective on-air presentations.
 - Explore the role of social media platforms in promoting radio shows and engaging with listeners.
 - Learn strategies for building and maintaining a social media presence to enhance audience engagement and show promotion.
 - Gain practical experience in utilizing various social media tools and analytics for radio show promotion.
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SKILLS

Professional: Digital Marketing, Public Relations, Data Analytics, Talent Management, Artist Development, Content Creation, Project Management

Technical: Google Docs, Microsoft Office, Instagram, TikTok, Facebook, Twitter, GarageBand, Adobe Audition

Interpersonal: Creativity, Attention to Detail, Multitasking, Communication, Team Player, Collaboration, Reliability

Related Courses: Marketing Research, Brands & Branding, Digital Media Strategies, Promotional Marketing, Social Media Content, Marketing & Branding Yourself,