

Avery Meder

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[LinkedIn](#) | [Portfolio](#) | [Condola](#)

EDUCATION

AUBURN UNIVERSITY

B.A. Public Relations, Business Minor

Graduation Date: May 2024

EXPERIENCE

Lead Social Media Intern / Auburn Athletics

AUGUST 2023 - MAY 2024; AUBURN, AL

Manage Auburn Tigers' official social media accounts (TikTok, Instagram, YouTube, X, and Facebook).

Lead live coverage of sporting events on Instagram Stories, enhancing fan engagement and event excitement.

Create and manage content for College GameDay and SECNation broadcasts, driving audience interaction.

Develop and execute social media analytics strategies to track engagement and evaluate performance metrics.

Mentor two interns, supporting their professional development for assuming responsibilities in this role.

Maintain a consistent brand voice and visual style aligned with Auburn University values.

Harbert College of Business Minor Abroad

MAY 2023 - AUGUST 2023, MILAN, ITALY; MADRID, SPAIN

Immersed in a 12-week diverse international business environment, gaining a global perspective on business practices and cultural nuances.

Completed an intensive summer abroad program focused on business studies, including coursework in Fundamentals Of Accounting, Foundations Business Finance, Foundations of Business Marketing, Management Foundations, and International Business.

Lead Marketing Intern / Auburn Tennis

JANUARY 2023 - MAY 2023, AUBURN, AL

Led a team of marketing interns to coordinate and implement marketing campaigns for home matches.

Boosted student attendance by 50% through strategic giveaways and free merchandise.

Public announced home matches.

Marketing & Fan Experience Intern / Auburn Athletics

AUGUST 2022 - MAY 2023, AUBURN, AL

Executed gameday promotions and activities, representing Auburn University professionally.

Utilized marketing campaigns to increase ticket sales and raise awareness of Auburn Athletics.

RELATED SKILLS

Adobe Photoshop

Adobe Premier

Meta Business Suite

Twitter LiveCut

Capcut

Gif Creation

