

Calista Poarch

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Chapel Hill, NC 27514

CAREER OBJECTIVE

Dedicated and versatile communicator with substantial experience in journalistic writing, editing, and storytelling. Skilled in graphic design, photography, and digital strategy, with a track record of creating engaging content across social media and other platforms. Proficient in designing clear, accessible visuals and maintaining a consistent, authentic voice that connects with audiences.

EDUCATION

Western Piedmont Community College, Morganton, NC — *Aug 2021-May 2023*

Associate in Arts (A.A.)

University of North Carolina at Chapel Hill, Chapel Hill, NC — *Aug 2023 - December 2025*

Media and Journalism Major, Journalism Focus (B.A.)

Philosophy, Politics, and Economics Minor

SKILLS

Blog Posts	Microsoft Office	Adobe Photoshop
Image Manipulation	Social Media Posting	Adobe Lightroom Classic
Photo Imaging	Written Communication	Adobe InDesign
Content Writing	Photograph Selection	News Editing
Digital Content Platforms	Adobe Illustrator	News Writing

EXPERIENCE

SOCIAL MEDIA INTERN, Morganton, NC

Burke County Public Schools, September 2022-June 2023

- Supported day-to-day social media management by responding to direct messages, comments, and inquiries.
- Created engaging content for multiple social media platforms, including Facebook, Twitter, Instagram, YouTube, and LinkedIn.
- Assisted in designing visuals for blog posts and other digital assets.
- Helped create social media campaigns to increase engagement among the target audience.

ENGAGEMENT AMBASSADOR, Chapel Hill, NC

Ruffalo Noel Levitz (RNL), January 2024 - June 2025

- Achieved sales targets with effective cold calling and persuasive communication skills.
- Collaborated with team members to manage high-volume donation periods, maintaining order and efficiency.
- Displayed excellent customer service when greeting customers and accepting donations.
- Ensured data accuracy by accurately inputting donor information into the database system as needed.
- Complied with company privacy policies to uphold the confidentiality of donors and recipients

MEDIA INTERNSHIP, Durham, NC

IronWorx Media, October 2024 - June 2025

- Capture behind-the-scenes moments through professional photography to support brand storytelling and marketing efforts.

- Edit and enhance photos using industry-standard software to ensure high-quality visual content.
- Provide freelance photography services for events, portraits, and promotional materials as needed.
- Manage photo archives and maintain organized digital libraries for easy access and usage.

DIGITAL ILLUSTRATOR, Chapel Hill, NC

The Daily Tar Heel (DTH) Design Desk, August 2025 - Present

- Create digital illustrations and graphics using Adobe Illustrator, Photoshop, and Procreate for both online and print publications.
- Design and build newspaper layouts in Adobe InDesign, developing consistent templates for recurring sections of the Daily Tar Heel.
- Collaborate closely with writers and editors to conceptualize visuals that enhance articles and align with story tone and message.