

# DAISY LEEPSON

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## SKILLS

### DESIGN & EDITORIAL

- Adobe XD, InDesign, Illustrator, Photoshop, Premiere, Acrobat
- Figma
- AP style
- Copywriting

### SOCIAL MEDIA

- SEO
- HootSuite
- Content creation and planning (TikTok, Facebook, Instagram, Pinterest, Twitter, LinkedIn, YouTube)

### WEBSITE MANAGEMENT

- HTML, CSS
- WordPress
- GoDaddy
- Divi
- Bluehost

### PROJECT MANAGEMENT

- Google Suite
- Microsoft Office
- Slack
- Timelining (Notion, Asana, Trello)
- Data visualization (Excel, Google Charts)

### MISCELLANEOUS

- Spanish - conversational

## EDUCATION

### SYRACUSE UNIVERSITY

2019-2023

#### Magazine Journalism

Bachelor of Science

#### Information Management and Technology

Bachelor of Science;  
Concentration:  
Web Design & Management

### RECOGNITION

- Renée Crown Honors Program
- Deans List (2019, 2020, 2021)
- Newhouse First Year Achievement Award

## EXPERIENCE

### Alec's Ice Cream

#### Brand Marketing Intern

June 2021 - Present : Petaluma, CA

- Design presentations, marketing materials, research questions, and social media graphics weekly to assist in creating brand strategy and regional impact
- Organized the processing and distribution of coupon contracts, design, and logistics for 49,000 direct mail postcards

### Pandia Health

#### Media Specialist Intern

March 2020 - March 2021 : Palo Alto, CA

- Launched short-form content on Instagram, Facebook, and TikTok to inform, educate, and create awareness about Pandia Health services to engage a college, Gen-Z audience
- Wrote lifestyle and women's health articles for Pandia Health's blog three times a month

### Whitver Marketing

#### Marketing Specialist

March 2020 - June 2021 : St. Petersburg, FL

- Designed layouts using Divi and WordPress to assist with front-end web development and management
- Updated various websites bi-weekly, assisted in managing them, designed graphics for featured blog posts, and created and implemented social media content plans for Facebook, LinkedIn, Instagram, Pinterest, and Twitter

### WERW Radio

#### Radio Host of *Dishing with Daisy*

January 2020 - May 2020 : Syracuse, NY

- Hosted a weekly radio show called *Dishing with Daisy* and talked about topics such as cooking hacks, restaurant reviews and recommendations, food sustainability, and recipes
- Operated radio equipment including soundboard, monitor, and broadcast software

### South by Southwest (SXSW) Festival

#### Startup Research Intern

September 2019 - March 2020 : Austin, TX

- Researched and evaluated 50 startups weekly and communicated opinions and findings about startups to other employees during weekly meetings
- Critically examined startups through a venture capitalist eye by evaluating the value, feasibility, and uniqueness of them

### Media-Nxt

#### Startup Researcher

March 2020 - August 2020 : Syracuse, NY

- Evaluated startups for a section of the published 2020 Media-Nxt Report
- Collaborated with editors and advisors involved in the 2020 Media-Nxt report to create a well-produced product

### OTHER

#### Delta Kappa Alpha Professional Cinematic Fraternity

#### Podcast Co-Host of *DeKAs Don't Litter*, Literary Magazine Editor, Member

March 2021 - Present : Syracuse, NY