

DAISY LEEPSON

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SKILLS

DESIGN & EDITORIAL

- Adobe XD, InDesign, Illustrator, Photoshop, Premiere, Acrobat
- AP style
- Copy editing

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

Pandia Health

Media Specialist Intern

March 2020 - Present : Palo Alto, CA

- Launch 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
- Write lifestyle and women's health articles for Pandia Health's blog three times a month

Whitver Marketing

Marketing Specialist

March 2020 - Present : St. Petersburg, FL

- Design layouts using Divi and WordPress to assist with front-end web development and management
- Update various websites bi-weekly, assist in managing them, design graphics for featured blog posts, and create and implement 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

Syracuse University Sailing Team

Communications Director, Team Member

September 2019 - Present : Syracuse, NY

- Coordinate and execute team bonding events and sailing team fundraisers
- Manage team Instagram, quarterly newsletters, alumni relations, and team announcements

OTHER

Delta Kappa Alpha Professional Cinematic Fraternity

Member

March 2021 - Present : Syracuse, NY