

# 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

#### 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)
- 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