

Victoria Coleman (Rory)

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Education

Elon University , Elon, NC	May 2020
Majors: BA Strategic Communications, BA History	
Minor: Dance Awards: Dean's List (x2), Black Excellence Award (x3)	
University of St Andrews , St Andrews, Scotland	Fall 2018
Semester Exchange Program; Literature and Modern History	
University of Ghana , Accra, Ghana	January 2018

Work Experience

Cafe Worker - Chatham Cookware Cafe May 2020 - Present

- Prepare food and beverages in a fast-paced, high-intensity work environment according to Massachusetts State Pandemic guidelines
- Maintain quality customer service when operating registers, answering phone calls, and communicating safety practices to patrons

Marketing and Graphics Intern - Carolina Ballet December 2019 - May 2020

- Assisted Graphic Designer, Marketing Coordinator, and Director of Communications on web, print, and photo advertisements through Adobe InDesign and Photoshop
- Designed and distributed "pre-show info" email blasts to the Ballet's ticket holders and sponsors through Constant Contact, as well as assisted with the Ballet's COVID-19 response
- Organized photo archives, proofed marketing materials, and produced Facebook posts and cover photos for promotional purposes

Diversity Ambassador Tour Guide- Elon University Admissions November 2017- May 2020

- Collaborated on diversity-based initiatives through the Office of Admissions including Phoenix Fusion Weekend and Open House invitation events for under-represented students
- Greeted visitors and provide detailed intel about the University and student life four mornings a week
- Communicated extensive information to potential students and families in an energized and professional manner

Talent Coordinator- Gigzolo, New York, NY May 2018- January 2019

Gigzolo is an online platform that offers event planners individualized solutions to their event goals. They have since merged with Glia.

- Recruited 700 unique performers and artisans to join Gigzolo's network through effective lead generation strategies
- Led the "Interactive Solutions" Team in designing the company's pricing methodology and SEO
- Following end of summer contract, completed intern project by composing and editing 1300 vendor descriptions for company's new website as a free-lance copywriter

Involvement

Multiracial Student Forum Coordinator (Elon Center for Race, Ethnicity, and Diversity Education 2018), Alpha Chi Omega Sorority (VP New Member Education, Standards board representative 2018-2019) Phi Alpha Theta History Honor Society (Vice President 2018-2020), Audio Director - Win Stuff (Elon Student Television game show), University of St Andrews Hummingbirds (all-female acapella group)