

Rory Coleman

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*Contact:*

*rory.coleman18@gmail.com*

*+1 914-707-3059*

*rorycoleman.com*

*Education:*

**Elon University 2020**

*BA Strategic Communications*

*BA History*

*- Dean's List (x2), Black Excellence*

*Award (x3)*

**University of St Andrews**

*Semester Exchange Program 2018*

*- Literature & History*

*Skills:*

*email marketing, website copy,*

*social media, product*

*descriptions, storytelling, HTML,*

*Adobe Suite, Microsoft Office,*

*Google Suite*

*Stuff you should know:*

*I studied at the University of*

*Ghana in 2018.*

*Black cats are my good luck*

*charm (a hot take).*

*I beat IBM's Watson at Jeopardy*

*when I was 12.*

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## WORK HISTORY

### Marketing and Graphics Intern

Carolina Ballet, Raleigh, NC | Dec. 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 email blasts to ticket holders and sponsors through Constant Contact
- Organized photo archives, proofed marketing materials, and wrote copy for social media platforms
- Collaborated with PR team on COVID-19 response and season cancellation

### Copywriter & Talent Coordinator

Gigzolo, New York, NY | May 2018 - Jan. 2019

- Offered individualized, goal-oriented solutions to corporate event planners for Target, Goldman Sachs, Airbnb
- Recruited 700 unique performers and artisans to join Gigzolo's network through lead generation strategies
- Led the "Interactive Solutions" Team in designing the company's pricing methodology and Search Engine Optimization
- Composed and edited 1,300 vendor descriptions for the website's talent-matching algorithm

### Diversity Ambassador Tour Guide

Elon University Admissions | Nov. 2017- May 2020

- Greeted visitors and provided detailed information about the University and student life
- Communicated extensive information to potential students and families throughout hour-long session
- Collaborated on diversity-recruitment initiatives through the Office of Admissions to increase retention and overall well-being of underrepresented student populations

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## LEADERSHIP & INVOLVEMENT

- Multiracial Student Forum Coordinator - Elon Center for Race, Ethnicity, and Diversity Education
- Alpha Chi Omega, Iota Psi - Vice President of New Member Education
- Phi Alpha Theta History Honor Society, Psi Nu - Vice President x2