

KERRI ANN CAMPBELL

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EDUCATION

Saint Michael's College

Bachelor of Arts, *Digital Media, and Communication / Sociology*
Media Studies, Journalism, and Digital Arts / Ambassador

Colchester, VT
December 2023

PROFESSIONAL EXPERIENCE

James Ascher

E-Commerce, Merchandise, and Retail Associate

Charleston, SC
January 2024 - Present

- Knowledge of online management on platforms of product listings, inventory updates, and order fulfillment.
- Demonstrated knowledge of digital marketing tactics such as email marketing, social media advertising that drive online sales such as Shopify and Shopify POS.
- Developed skills in implementing visually appealing product displays, understood products sold in store, and experience setting up and maintaining product displays according to manager's instructions to optimize sales.

Mack Molding Company

Human Resources and Communications Intern |

Inman, SC
Jan 2023 - May 2023

- Facilitated internal and external communications initiatives, including sourcing, authoring blog posts, and developing engaging company videos for social media channels and website.
- Demonstrated abilities to produce high-quality work. Strived to committed to continuous improvement and team success.
- Led rationalization of over 5,000 e-marketing contacts worked directly with program managers to ensure company connected efficiently with suppliers.
- Consulted directly with Director of Communications with content management and strategize company goals on social media channels.
- Prepared and distributed marketing tools to attract and retain employees.
- Assigned and responsible for postings, updating, and removing job advertisements from social media channels and career pages.

Independent Research Author - No Escape

Senior Capstone

Colchester, VT
Aug 2022 - May 2023

- Collected condensed academic research providing over thirty sources to provide research pertaining to project.
- Demonstrated ability to conduct thorough and comprehensive research on Virtual Reality.
- Wrote and formatted research book content, adhering to industry standards and guidelines.
- Conducted over 15 interviews with individuals to give information and knowledge pertaining to topics covered in E-book.
- Composed clear language and style of writing, enhancing readability and coherence.
- Presented during academic symposium about research book, No Escape as well produced video presentation explaining research and analysis of virtual reality and profound influence of technology evolution.

The Defender

Staff Writer

Colchester, VT
Jan 2021 - May 2021

- Pitched relevant ideas for future stories prevalent within the Saint Michael's community and applicable within the Colchester community.
- Collaborated in a collaborative team setting on story pitches, editing, and creative thinking on a weekly occurrence.
- Analyzed and interpreted news information from various sources to broadcast information to Saint Michael's College.

SKILLS

Microsoft Word, PowerPoint, Adobe Software's, Illustrator, Photoshop, and XD. Written and verbal communications, digital media, collaborative teamwork, attention to detail, attention to audience, persistence, perseverance, analytical research, content management