

TIA T. JAMES

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EDUCATION

University of Missouri

Columbia, Missouri

Bachelor of Journalism

Emphasis in Strategic Communication

Expected Graduation Date: May 2017

PROFESSIONAL EXPERIENCE

BET Networks

Advertising Sales Intern

- Researched and synthesized information on Chegg to create (mock) creative brief
- Presented findings on consumer insights and Chegg to Advertising Sales team
- Created programming monitor and programming presentation decks
- Gathered news on BET's advertising clients daily and compiled them into a document for the Advertising Sales team to use to stay updated

Summer 2014
Chicago, Illinois

The Frock Shop Chicago

Integrated Marketing Intern

- Managed social media channels and monitored trends and hashtags
- Reached out to local bloggers for sponsored blog posts
- Assisted with planning of publicity events such as fashion shows and blogger collaborations events
- Investigated prom dress trends to assist with inventory purchases for the season

Summer 2013
Chicago, Illinois

ADVERTISING CAMPAIGN PROJECTS

(J4250: Management of Strategic Communication) Skittles + NFL

Qualitative research and Consumer Insights team

- Observed and researched brand and consumer and provided recommendations for campaign strategy
- Compiled findings into Brand Handbook and creative brief for client debriefing

(J4204: Strategic Writing and Design) Jeep Renegade

Account Executive/ Public Relations Representative

- Produced a fully integrated (mock) campaign for the 2015 Jeep Renegade including a creative brief, print ad, TV spot, out-of-home ad, press release, and social media campaign with two others
- Selected as winning team by instructor

WORK EXPERIENCE

MU Career Center

Supervisor/Career Specialist

- Received over 100 hours of paraprofessional training in career exploration
- Assisted students with major and career exploration through the use of personalized conversation, internet and book resources, and self-assessments
- Managed a team of 3-5 Career Specialists during a shift to create an efficient work environment and oversaw the training process to ensure a comfortable learning environment

January 2014- Present
Columbia, Missouri