

PAUL ROBINSON

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EDUCATION

Bachelor of Science, University of Mississippi Expected May 2021

- Major: Integrated Marketing Communications
- Minors: Business and Theatre
- 3.7 GPA
- Sally McDonnell Barksdale Honors College
- Provost Scholar
- Ronald E. McNair Scholar

RELEVANT COURSEWORK

- THEA 250, Film Production
- THEA 268, Speech for the Actor
- ENT 386, Digital Marketing
- JOUR 273, Creative Visual Thinking
- IMC 304, Account Planning
- IMC 391, Public Relations
- IMC 404, Marketing Communications Research
- BUS 322, Negotiation and Dispute Resolution

SKILLS

- Social Media Content Management
- Adobe InDesign
- Video Production
- Video Editing
 - Premiere Element
 - iMovie
- Google Analytics
- Drawing
- Qualitative Research
- Quantitative Research

EXPERIENCE

Community Assistant, Department of Housing August 2019 – Present
University of Mississippi

- Oversees operations, including programming and support services, for residents assigned under my supervision
- Helps to retain over 40 residents at the university by offering programming responsive to their needs and helping them navigate campus resources
- Create, market, and implement residence hall events for community building, diversity, inclusion, and support

Premium Service Worker, Department of Athletics August 2018 – May 2019
University of Mississippi

- Provided personalized guest services to alumni and donors attending University of Mississippi sporting events
- Implemented effective customer service including hospitality, food operations, cleaning, and organization

CAMPUS INVOLVEMENT

American Marketing Association August 2017 – Present

- Participate in marketing lectures, seminars and networking events

School of Journalism and New Media Ambassador November 2019 – Present

- Lead tours of the University of Mississippi and the School of Journalism and New Media

NAACP August 2017 – Present

- Promote and help plan NAACP events

Men of Excellence August 2018 – Present

- Promote leadership amongst Black males and participate in educational lectures

Black Student Union August 2017 – Present

- Contribute event ideas and advocate for the African American community on the UM campus

University of Mississippi Gospel Choir January 2018 – Present

- Perform at various campus and off-campus events