

# SUMAYIA Z. YOUNG

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## Summary

Marketing and communications student with previous experience in the entertainment industry. Business, economics and creative skills gained through coursework and involvement. Proven abilities in teamwork, film set assistance, and social media content development.

## Education

### The University of Mississippi

University, MS

#### Meek School of Journalism & New Media

##### **Bachelor of Science**

**Major**, Integrated Marketing Communications

**Minor**, Business Administration

Specialization, Magazine Management

#### College of Liberal Arts

##### **Bachelor of Arts**

**Major**, Economics

**Minor**, African American Studies

**Degrees Anticipated May 2019**

## Skills

- Adobe Creative Cloud Suite
  - Photoshop
  - InDesign
  - Illustrator
- Microsoft Office Suite
  - Word
  - Powerpoint
  - Excel
- Intermediate French
- Final Cut Pro X
- Google Analytics Certified

## Membership & Service

- Meek Ambassador for the Meek School of Journalism & New Media
- Member of Alpha Kappa Psi, Business Fraternity
- Mississippi Outreach to Scholastic Talent (MOST) Mentor
- University of Mississippi NAACP
- Member and President of Alpha Kappa Alpha Sorority, Inc.

## Experience

### JMW Entertainment

#### Entertainment Marketing Intern **Jan. 2017- Present**

JMW Entertainment is the entertainment company for BravoTv star Dr. Jacqueline Walters on *MarriedToMedicine*. [jackiemd.com](http://jackiemd.com)

- Developed and executed 4 social media campaigns for JMW
- Collaborated with executive team for developing and implementing marketing strategies for JMW projects
- Assist Dr. Jackie, BravoTv Star, with public relations material for special appearances

### Open and Honest Radio Show

#### Assistant Show Producer **Feb. 2017- Present**

Online radio show hosted by Dr. Heavenly Kimes and Dr. Jacqueline Walters

- Drafted over 30 scripts for biweekly show segments
- Recruit special guests for various show airings
- Generate topic ideas for the show to present

### President, Theta Psi Chapter of

#### Alpha Kappa Alpha Sorority, Inc. **Dec. 2017- Present**

- Manage chapter day-to-day operations
- Chapter Communications Liaison between the graduate chapter and the University
- Coordinate 60+ individuals in programming, event planning and fundraising

### University of Mississippi Division of Outreach

#### Social Media Asst. Coordinator **Feb. 2018- Present**

- Maintain multiple platforms for 3 university programs
- Curate 30+ pieces of content to post for each program
- Responsible for social media campaign development

### Aramark

#### Peer-to Peer Marketing Intern

**August 2016**

- Responsible for cultivating a space for promotional aesthetics
- Curated opportunities to influence customer buying power.
- Marketed to Ole Miss students about Ole Miss Dining Services and Responsibility