

Erica Fealtman

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Writing Portfolio Link: <https://ericafealtman.journoportfolio.com/>

EDUCATION

Wake Forest University

Winston Salem, NC

Double Major: Bachelor of Arts in Politics and International Affairs and Spanish

May 2022

Concentration: Spanish for Business

GPA: 3.84; (Dean's List: All Semesters)

Study Abroad: Universidad de Salamanca in Salamanca, Spain

Spring 2020

PROFESSIONAL EXPERIENCE

Fidelity Investments, *Communications Intern, Remote*

June 2021 – Present

- Spearhead and present a Q & A video series to increase visibility and elevate the brand perception of Fidelity's Thought Leaders
- Identify strategic ways to drive traffic to the 'About Fidelity' site and redraft copy to reflect the diverse needs of customers
- Redesign Thought Leader bios to increase engagement on the Fidelity Newsroom
- Compile weekly news reports and track Fidelity media coverage to mitigate brand risk

The Borgen Project, *Content Writer, Remote*

June 2020 – August 2020

- Drove awareness to global poverty issues by writing 10 articles that are published in The Borgen Magazine or Borgen Blog
- Launched a personal fundraising campaign which raised over \$2,000 toward poverty reducing initiatives
- Organized international relief advocacy efforts by contacting The White House and congressional offices

School of Law, *Research Assistant, Wake Forest University, Remote*

May 2020 – August 2020

- Researched and gathered data on organizational hazing, causes of sexual assault, and jury selection for a law professor
- Drafted integrated, coherent distillations from scholarly articles and doctoral dissertations to make informed recommendations

Skyhawks Sports Academy, *Marketing and Sales Intern, Remote*

May 2020 – August 2020

- Created blog content for the Skyhawks Sports Academy Youth News Source regarding the company's response to Covid-19
- Informed marketing initiatives for the Skyhawks Sports Academy international franchise program in Indonesia

Skyhawks Sports Academy, *Virtual Coach and In-person Camp Director*

May 2018 – August 2020

- One of 15 coaches nationally that led the company transition to a virtual setting while expanding its customer base
- Implemented and instructed a sports training program via Zoom to drive profit during the Covid-19 shutdown
- Directed weekly sports camps and oversaw a team of coaches instruct more than 500 campers on a variety of sports skills

LEADERSHIP AND COMMUNITY INVOLVEMENT

Ambassador in Admissions, *Student Tour Guide Representative, Wake Forest University*

January 2019 – Present

- Lead campus tours for 50+ prospective students on a weekly basis to provide information on admissions and student life
- Collaborate with admission officers and professionally represent the university at accepted student receptions

Wake Forest Rotaract Club, *Vice President of Rotaract, Wake Forest University*

August 2019 – Present

- Manage the International Project Committee in the planning and implementation of events to raise money for ProLiteracy, a nonprofit organization that works to raise adult literacy rates worldwide
- Communicate with 100+ members of Reynolda Rotary by attending meetings to discuss volunteering initiatives from food drives to tutoring at low-income schools to improve the Winston-Salem community

Alpha Delta Pi Sorority, *Member, Wake Forest University*

January 2019 – Present

- Organized and promoted the philanthropy and gala charity events that raised over \$42,000 for the Ronald McDonald House
- Assisted the Standing Rules Committee, which evaluates and tracks the principles and values that members must uphold

Wake Forest Global Brigades, *Event Coordinator and Public Relations Chair, Wake Forest University*

August 2018 – August 2019

- Executed three events to raise money and supplies for non-profit organizations in Ghana that eliminate food shortages
- Compiled donations from local companies to send to communities in Ghana that lacked clean water and medical supplies

ADDITIONAL PROFICIENCIES AND ACHIEVEMENTS

Technical: Proficient in Microsoft Office and G Suite; Knowledge of SEO Practices, Content Management Systems, AP Style

Language: Working knowledge of Spanish (Oral and Written)

Interests: Soccer, International Travel, Water Sports, and Horseback Riding