



Mary Connor Guyton

connorguyton@gmail.com • www.connorguyton.com

Education

Mississippi State University

Bachelor of Science

Food Science, Nutrition and Health Promotion

- Food Business
- Graduation: May 2018
- Cum Laude

Bachelor of Arts

- Communication
- Journalism and Public Relations
 - Graduation: December 2011
 - Cum Laude

Skills & Proficiencies

Social Media

- Personal and professional experience with Facebook, Twitter, Instagram, Snapchat, Wordpress, Reddit and YouTube

Software Programs

- Mastery of Adobe Photoshop's photo manipulation and graphic design tools
- Extensive work creating publications in InDesign, including magazines and newspapers
- Basic knowledge of website construction in Dreamweaver
- Comfortable utilizing Microsoft Word, Excel and PowerPoint

Other

- Experience in many methods of research, including personal interviews, Internet and hands-on
- Ability to prioritize and keep calm when deadlines change quickly
- Working knowledge of HTML coding
- Thorough understanding and use of the rules of AP Style as well as APA, CSE and MLA formatting
- Experience analyzing outside factors and developing marketing and public relations strategies

Profile

While working as a journalist, I found that I was most passionate when writing about food and agriculture. While pursuing my food science degree, I saw first-hand the knowledge gap between agriculture industry professionals and the public. After having conversations with food industry professionals, I knew I wanted to devote my career to bridging that gap — through agriculture marketing and education.

Work Experience

American Meat Science Association

May 2017 - July 2017

Communication & Technical Writing Intern

Starkville, Miss. (remote)

- Create and maintain Guidebook mobile device application for 70th Reciprocal Meat Conference (RMC)
- Provide event-planning and on-site assistance for RMC
- Create content for AMSA's consumer website (The Meat We Eat) and social media accounts

Muscle Foods & Sensory Laboratory

October 2016 - May 2017

Student Worker

Mississippi State, Miss.

- Create content for and manage social media accounts, including videos for YouTube
- Assist with writing and editing of research manuscripts

Agriculture & Natural Resource Marketing Team

February 2016 - December 2016

Student Writer

Mississippi State, Miss.

- Create written content for web and social media
- Generate feature stories that resonate with alumni and prospective students

Starkville Daily News

March 2012 - December 2015

Lifestyles Reporter (August 2014 - December 2015)

Starkville, Miss.

- Served as acting news editor while the paper was without a managing editor
- Write news and feature stories, focusing on topics of art, culture and food
- Work with small team to produce a daily newspaper

Graphic Designer (March 2012 - August 2014)

- Design and layout pages for four weekly sections plus special sections
- Prepare eleven outside weekly newspapers for press

Extracurricular Experience

National Agri-Marketing Association

October 2017 - May 2018

Graphic designer, editor, member

Mississippi State, Miss.

- Assist with creation and presentation of marketing plan for 2018 NAMA

Student Competition

- Create all graphics for executive summary and PowerPoint presentation

Starkville Area Arts Council

February 2014 - June 2017

Executive board secretary, publicity committee

Starkville, Miss.

- Make decisions affecting the future of the organization, including writing new mission statement and hiring first executive director
- Produce materials to tell the story of the organization