

Mia Zajac

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EDUCATION

Bryant University, Smithfield, RI
Bachelor of Arts and Sciences
Communication Major | Marketing Minor

Graduated May 2024

EXPERIENCE

Social Media Manager, Plato's Closet, Orange, CT

June 2024- Present

- Manage all social media platforms by curating organic videos, photos, and graphics
 - Platforms my content is posted to; *Instagram, Facebook, and TikTok*
 - I implemented a content posting schedule based on the social media pages analytics and our target audiences social media habits
- Analyze and implement current trends to maintain engagement as well as expand our reach online
- Create physical marketing material for store use

Content Creator, Bryant University, Smithfield, RI

August 2023- May 2024

- Curate organic content for Bryant University's official social media accounts
 - TikTok curation; Instagram stories; Instagram takeovers
- Analyze and implement current trends to maintain engagement as well as expand our reach online
 - Via TikTok
- Work with other creators on videos
- Interview athletes across campus for specific segments regarding playoff games, season openers, as well as the future of the team
 - Worked directly with the head of athletics as well as coaches and their respective teams
- Provided social media coverage for sports teams on Bryant Universities instagram page

Owner and Creative Director of The Concert Corner Blog, Self Employed

December 2022- March 2023

- Create and produce digital written as well as photographic content for the music blog The Concert Corner
 - Interview musicians to promote them and their music to my audience as well as capture content via official photo pass for the artists
- Attended shows via my partnership with 1824 x Universal Music

Venue Manager, Gordon Research Conferences, South Hadley, MA

May 2023- August 2023

- Planned, set up, and facilitated set events each week for new groups of 50-75 scientists
- Took charge of all administrative tasks within the office and conference grounds. as well as managing an assistant and AV director
- Amplified my organizational and communication skills by working out issues and problems anyone attending the conference may have had

INVOLVEMENTS

Student Programming Board, Chair of Live Events, Bryant University

Feb 2023- May 2024

- Led a team that assisted with the setup, breakdown, marketing, and organization of two speaker events as well as the spring concert, specifically with the featured artists/speakers
- Worked closely with APB speakers for our Fall and Spring Speaker events as well as with the speakers themselves
 - Fall Speaker: Elizabeth Gillies
 - Spring Speaker: Please Don't Destroy Comedy Group
- Worked closely with One if By Land Productions and their team to curate contracts as well as stipulations regarding schedule, set up, green room needs, production, etc. for the spring concert show
 - Spring Concert Artist: Lil Tecca

SKILLS

- Collaboration within event planning as well as content creation
- Use of Canva, Microsoft, Capcut and Adobe applications
- Social media management via multiple platforms; *Instagram, TikTok, Web Pages, etc.*
- Organic content creation as well as physical marketing material creation with graphic design