

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 as well as photo posts
 - Platforms my content is posted to; *Instagram, Facebook, and TikTok*
 - This is done on my own accord as well as the implementation of a curated content posting schedule
- Use of Canva, Adobe PhotoShop, Capcut, etc.
- Implements the use of communication, photoshop, and collaboration, as well as creative skills acquired with my experience with content creation

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 tiny mic interview segments regarding play off 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

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

December 2022- Present

- 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, 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