

Destiny Ward-Yabrough

Chicago, IL

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PROFESSIONAL SUMMARY

Results-driven marketing and writing student with experience in editorial content creation, social media strategy, and marketing operations. Demonstrated ability to produce engaging digital content, conduct market research, and support brand growth through data-driven insights. Seeking an entry-level writing or marketing position where strong communication, analytical thinking, and creativity can drive measurable impact.

EDUCATION

Richard J. Daley — Chicago, IL

Associate Degree in English | **May 2025**

- Dean's List
- STAR Scholar

Roosevelt University — Chicago, IL

Bachelor of Arts in Marketing | **Expected May 2027**

PROFESSIONAL EXPERIENCE

RISE Internship — Chicago, IL

Business Development & Operations Assistant (Marketing)

July 2025 – December 2025

- Managed SKU organization, pricing matrices, and inventory tracking using Excel and Google Sheets
- Designed and updated branded marketing materials, including promotional flyers and business cards, using Canva
- Developed profit and loss spreadsheets to analyze costs, margins, and retail pricing strategies
- Implemented order-tracking systems to support workflow efficiency and fulfillment accuracy
- Conducted research on shipping methods and cost comparisons to inform logistics decisions
- Performed competitive analysis evaluating pricing, branding, and social media presence of comparable brands

Marketing Choices — Chicago, IL

Editorial Intern

April 2025 – July 2025

- Authored 1–3 client-facing blog articles weekly while maintaining brand voice consistency
- Distributed content across Instagram, Facebook, and Google Business platforms
- Applied SEO strategies including keyword research and backlink creation
- Wrote engaging introductions and promotional copy while meeting editorial deadlines

Bookstr — Chicago, IL

Social Media Intern

January 2025 – March 2025

- Created and scheduled social media content to increase engagement and brand awareness
- Researched emerging trends to support content strategy development
- Wrote persuasive captions for Instagram and TikTok
- Collaborated using Slack, Notion, and Sprout
- Edited and published content according to posting schedules

Social Media Influencer — Chicago, IL

February 2023 – Present

- Developed content strategies to increase audience reach and engagement
- Produced branded content including photography, video, and promotional posts
- Collaborated with Amazon wig brands on sponsored campaigns
- Edited content using Photoshop and CapCut
- Generated over **20,000 likes** and **800,000+ views**
- Designed professional media kits using Canva

SKILLS

Marketing & Communication: Content Strategy, Creative Writing, SEO, Social Media Marketing, Public Speaking

Professional Strengths: Customer Service, Teamwork, Critical Thinking, Time Management

Technical Skills: Microsoft Word, PowerPoint, Excel, Google Docs & Sheets, WordPress, Slack