

SKYE AITKEN

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EXPERIENCE

HAULSTR

Marketing & Customer Support Specialist

March 2024 - Present

- Created and edited marketing **content and copy** utilizing AI tools and Canva and assisted in social media and website management

ELI LILLY

Creative Services Writer, Sr. Associate

February 2023 - August 2023

- Created new and evolved existing healthcare professional and consumer pharmaceutical copy and marketing tactics independently and **in partnership with Marketing, Creative Services, Legal, and other colleagues**

GREENLIGHT COLLECTIBLES

Licensing and Marketing Coordinator

August 2022- February 2023

- Cultivated Greenlight Collectibles' brand through **preparing licensing submissions & agreements**, trade show planning, writing consumer content, and serving social media content to 170,000 engaged followers

WFYI NEWS

News Content Intern

October 2021 - May 2022

- Curated articles from three news organizations for posting using **HTML and SEO on WFYI's content management system** and posting selected news content to social media pages

IUPUI DIVISION OF UNDERGRADUATE EDUCATION

Content Writer Intern

October 2019 - October 2021

- Researched and produced more than **35 projects, 14 stories, and 15 newsletters** promoting 15 division departments through the use of documentation and interactive content reviews with stakeholders

EDUCATION

INDIANA UNIVERSITY, Indianapolis, IN

August 2018 – May 2022

BA in Journalism, Minor in German

GPA: 3.96

- Organizations:** The Campus Citizen | Alpha Lambda Delta | Phi Eta Sigma
- Honors:** Graduated with Highest Distinction | Loretta Lunsford Scholar | Patrick McKeand Scholar
- Awards:** **2nd Place for Best News Story and 3rd Place for Best In-Depth Story:** Indiana Collegiate Press Association Spring 2021 Awards, Newspaper Division 1

LEADERSHIP EXPERIENCE

THE CAMPUS CITIZEN

June 2019 - May 2022

Co-Editor-in-Chief and Culture Editor

- Led and guided IUPUI's independent student-run media outlet staff of **20+ student contributors and interns**
- Co-managed social media accounts while increasing the total follower count by more than 30%, **retained funding for a new website** via funding pitches, and maintained our former WordPress website

ADDITONAL INFORMATION

- Certifications:** **Introduction to Cyber Security** - SkillUp Online, **Google Analytics Certification** - Google, **Digital Marketing** - HubSpot Academy
- Interests:** Enjoys rock climbing in the gym and outdoors all over the United States, skiing in the 10th flattest state, and browsing local antique and resale stores
- Language:** **German C1 Fluency** established by the Deutsches Sprachdiplom and Certificate of Multilingual Proficiency from the Indiana Department of Education