

ERIKA LEFLOURIA

CONTACT

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PROFILE

Creative and enthusiastic, Media & Communication Studies student with experience and interest in journalism. Offers a strong writing background and adequate verbal communication skills.

SKILLS

- Journalistic writing
- Social media
- Leadership
- Verbal communication
- Editing

EDUCATION

MEDIA & COMMUNICATION STUDIES,

MINOR ENGLISH

FLORIDA STATE UNIVERSITY

2018-2022

GPA: 3.7

EXPERIENCE

SOCIAL MEDIA INTERN

FLORIDA STATE UNIVERSITY | MAY 2020- AUG. 2020

- Work with Adobe Photoshop, After Effects, Spark and Illustrator to create graphic designs such as posts, stickers and gifs used for the university social media accounts..
- Scripted and brainstormed daily posts.
- Helped develop the #StayHealthyFSU social media campaign.
- Attended daily work meetings to present post ideas and discuss analytics.

CONTENT EDITOR/ BI-WEEKLY COLUMNIST

HER CAMPUS FSU | JAN 2019- CURRENT

- Manages and leads a team of five content writers.
- Edits weekly articles and provides track changes via Microsoft Word.
- Publishes and uses coding to upload articles onto the Her Campus FSU website.
- Bi-weekly Florida State sports column writer that featured interviews and recaps from all Florida State sports.
- Used personal social media platforms to acquire over 2,000 page views to my column.

SPORTS STAFF WRITER

FSVIEW & FLORIDA FLAMBEAU | AUG. 2019- CURRENT

- Covers game recaps, season previews and news surrounding all FSU sports.
- Conducts interviews with athletes, coaches and S.I.D.'s of various FSU sports.
- Researching, stat-comprehending and interviewing for weekly articles.
- Anonymously post on newspaper's Twitter account with live score updates and new articles.

VOLUNTEER PRODUCTION ASSISTANT

SEMINOLE PRODUCTIONS | JAN. 2020- CURRENT

- Assists with live-event camera operations.
- Directly communicates with the digital media team with live score updates and breaking news.
- Works with multiple high-quality editing software like Avid Editing Software and Evertz DreamCatcher Slow Motion Replay.