

Stephanie

R O S I L E S

JOURNALISM STUDENT

CONTACT INFORMATION

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SKILLS

- ☆ Adobe Photoshop
- ☆ Adobe Lightroom
- ☆ Google Analytics
- ☆ Digital Marketing
- ☆ Instagram, TikTok, Twitter
- ☆ Media Planning
- ☆ SEO/SMO
- ☆ Microsoft Word
- ☆ Fact-checking
- ☆ Google Suite
- ☆ Media Communications
- ☆ Facebook, Snapchat
- ☆ Personal Branding
- ☆ Columns & Op-Ed Pieces
- ☆ Feature Writing
- ☆ CMS
- ☆ AP Style
- ☆ News Writing
- ☆ Social Media Platforms

EDUCATION

UNIVERSITY OF UTAH

Bachelor of Arts, Communications

Emphasis in Journalism

Expected Graduation Date: May 2022

UTAH VALLEY UNIVERSITY

Associates of Science

May 2018

COURSES + STUDENT ORGS

- ☆ Digital Journalism
- ☆ News Writing
- ☆ Introduction to Web Design
- ☆ Magazine Writing
- ☆ Alpha Chi Omega
- ☆ Media Business Ethics
- ☆ Mass Communication Law
- ☆ VS PINK Campus Team
- ☆ HerCampus Media
- ☆ Fashion in Business

PROFESSIONAL EXPERIENCE

Health Care Assistant

Burn Trauma ICU | University of Utah | 2019-Present

- ☆ Assist wound care nurse with wound packings, complex burn dressings and wound vac changes.
- ☆ Maintenance of patient records.
- ☆ Assist patient with feeding, drinking, ambulating, grooming, etc.
- ☆ Preparation of intensive care patient rooms and knowledge of critical care and emergency supplies.

Campus Representative

Victoria's Secret PINK | University of Utah | 2020-21

- ☆ Creation of content for the official @VSPINK Instagram page with over 8 million followers.
- ☆ Recruit and manage 5 women to serve on the campus team.
- ☆ Organize and carry out PINK events specifically tailored for University of Utah students.
- ☆ Establish sustainable relationships with local VS PINK store to generate in-store traffic while hosting in-store events.

Writer/News Correspondent, Style and Beauty

HerCampus Utah | University of Utah | 2018-Oct. 2020

- ☆ Oversight of small group of writers within the style and beauty section of the magazine.
- ☆ Research and produce well-written content specifically tailored for college students, inclusive of business and fashion.
- ☆ Responsible for editing and publishing content in a timely fashion for a small group of writers.

Volunteer - Social Media Management

Victoria's Secret PINK | University of Utah | 2019-20

- ☆ Usage of social media and marketing skills to promote products and events on campus.
- ☆ Maintained thorough brand and market knowledge in order to respond to student/customer inquiries as well as for the purpose of promoting the brand in a relevant manner.

Social Media Manager

Barstool Sports, University of Utah | Sept. 2019-Feb. 2020

- ☆ Facilitation of promotions, contests, giveaways and merchandise sales.
- ☆ Maintenance of good social understanding and thorough knowledge of current events on campus as well as trends in sports and media.
- ☆ Communication with headquarters in New York, NY on weekly basis in order to provide updates on account goals along with initiatives and account analytics.
- ☆ Facilitated and oversaw a 65% growth in audience/followers.

Stylist

Michael Kors | Park City, UT | June 2019-Sept. 2020

- ☆ Demonstrated in-depth knowledge on all merchandise.
- ☆ Adept and capable of developing sales, marketing and business processes that advance product and company goals.
- ☆ Intuitive and analytical sales associate with proven track record of reaching target customers and identifying emerging trends.