

Marissa Tiger

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Education

Bachelor of Arts in Communication

Expected Graduation Date: May 2025

Minor: Social Media Marketing

University of Memphis – Memphis, TN

GPA: 3.7

Dean's List: Spring 2022

Relevant Courses

Oral Communication, Communication Inquiry, Media and Literacy, Principles of Social Media Marketing

Projects

Spring 2022

Online Privacy and social media: A Journalistic Study of Instagram, University of Memphis, Memphis, TN

- Researched the effects of social media on privacy including but not limited to personal information such as address, phone number, date of birth, marital status, etc
- Studied the risks of data breaches and the dangers of hackers, companies, and malicious interlopers mining data in ways that undermine personal privacy
- Formed a focus group to gain insight and gather information for reporting
- Collected data and created a comprehensive report to submit to the Communication faculty team

Campus Involvement

Student Activities Council: University of Memphis

Marketing

Spring 2022-Present

- Assist in marketing campus recreational activities and events student participation increased by 47% within year 1
- Manage LinkedIn, Instagram, Facebook, Snapchat, Twitter, and TikTok social media accounts to promote student awareness and engagement

Skills

Technical:

Proficient in Microsoft Office Suite

Social Media (TikTok, Facebook, YouTube, Instagram, Twitter, LinkedIn) - Expert

Photoshop - Expert

Adobe Illustrator - Intermediate

Photography - Intermediate

Interpersonal:

Effective Verbal and Written Communication

Teamwork and Collaboration

Active Listening

Leadership

Languages:

Fluent in Spanish