Marissa Tiger

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**Education**

**Bachelor of Arts in Communication Minor: Social Media Marketing** University of Memphis – Memphis, TN GPA: 3.7

Dean’s List: Spring 2022

Expected Graduation Date: May 2025

# 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