

THEA JANES

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Enthusiastic and creative graduate from Florida State University with experience in digital marketing strategy and engagement-driven content creation. Passion for connecting with audiences through compelling social media campaigns, engaging website and blog content, and impactful digital design.

EDUCATION

Florida State University (2022-2024)

- B.A. in English (Editing, Writing, and Media)
- Minor - education
 - Summa cum laude
 - University Honors Program

SKILLS

- Proficient in Microsoft Suite, Adobe Illustrator + Photoshop, Canva, and iMovie
- Leveraging social media analytics to create impactful and effective digital marketing campaigns.
- Creating visual and written materials tailored to a diverse range of audiences.
- Designing aesthetically appealing graphics and crafting engaging copy for digital and printed distribution.
- Communicating with diverse populations, in both large and small group settings.

ACHIEVEMENTS

- 2024 FSU Digital Symposium
 - [ePortfolio](#) Selected
- InternFSU Program (Fall 2024)

RELEVANT COURSEWORK

- Writing & Editing in Print and Online
- Media: Innovation, Theory, and Practice
- Visual Rhetoric
- Research, Genre, and Context

EXPERIENCE

MARKETING AND COMMUNICATIONS INTERN

FSU Libraries • September 2024 – December 2024

- Assisted in the rebranding of FSU Libraries' Florida Book Awards and implemented their social media marketing campaign.
- Tracked social media analytics to improve marketing strategies and create engaging content for a variety of audiences.
- Created and uploaded various forms of content through video, photo, and graphic design formats.

DIGITAL MARKETING INTERN

The Haven • May 2024 – August 2024

- Worked alongside the COO to create engaging and effective digital marketing tools for a nonprofit organization providing resources for people with disabilities.
- Major projects include designing a yearbook creatively documenting each department's successes for company partners and families of residents.

STAFF WRITER + EDITOR

Her Campus FSU • Fall 2023 – Fall 2024

- Produced snappy bi-weekly articles covering lifestyle, culture, and campus topics for a Gen Z audience.
- Oversaw five writers and supported them through their drafting and writing processes. Edited their articles into polished final drafts for publication through WordPress.