

# RILEY MAYER

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## EDUCATION

### **Bachelor of Journalism**

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- Minor in Hospitality Management

University of Missouri

Columbia, Missouri

## INTRODUCTION

My name is Riley Mayer and I'm currently a senior at the University of Missouri pursuing a degree in Strategic Communication with a minor Hospitality and Management. I'm writing today to express and explain why I believe my mindset, experience and skill set would make a perfect fit as an Intern.

**About me:** I'm an organized, energetic leader with a passion for design, media, storytelling, and strategy. As a natural person, I love being able to find creative ways to communicate a brand's mission through marketing, journalism, and events. I love that this field allows me to bring stories to life in exciting and engaging ways that grabs attention from audiences. As a current junior, I have gained experience that has shaped my ability in understanding how to create effective content, stay ahead of media trends, and engage with audiences. Through my courses, I have gained a strong understanding of how to create messaging that resonates with the right audience. I love environments, where creativity, organization, and strategic thinking are essential.

**A successful communicator:** A successful communicator is eager, organized, and passionate about creating content that aligns with the right audience while staying true to the brand. They think beyond the basics, using their creativity all while staying on top of media trends and shifts within the industry. Strong communicators are also leaders who are able to adapt when things don't go according to plan. They are able to effectively communicate this to a team in a way that is clear, goal and solution driven, in order to get the job done. From pitching stories to the right media outlets and journalists to making sure content is specific to an audience, I understand the importance of knowing your strategy and your audience.

### **“Creative and Innovative mindset”**

With social media and content creation being at its all-time peak right now it's important to create content that is one hundred percent true to yourself and your company. I currently use my design skills within Canva, Adobe Creative Suite and my website to produce content that's authentic to me. I can use my knowledge and expertise to take advantage of current trends and produce content that is appealing to a certain audience.

### **“Organization and multitasking”**

With multiple assignments due a week, being involved in clubs, a sorority, and working a job in college I'm confident that taking on multiple projects at a time I can handle. Having a morning routine for me sets me up for my day and week. Having a planner where I can write down projects, assignments, and tasks to get done has helped me stay organized and on top of it when life gets busy.

### **“Communication and working with a Team.”**

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### **“People and Positivity”**

Something I have really learned to enjoy and appreciate is the gift of being able to be surrounded by such positive people. Who you surround yourself with does reflect how you act. Over the summer I worked at a floral design boutique and was constantly surrounded by positive coworkers and customers as well. I was always having conversations with customers, learning new things every day and from this I gained such an appreciation for being able to talk to people. With my people skills and my positive mindset, I will continue to use that within the work I do.

### **“Adaptability”**

Sometimes things don't always go as planned. That's life and when you have a plan there will always be things that change that. I have gained wisdom in being able to quickly adapt to change whenever it's needed. I don't harp on the negativity. I adjust, pivot and use my skill set to still produce what needs to be done in an efficient way.