

RILEY MAYER

(815) 351-4021

rmmayer04@gmail.com

www.linkedin.com/in/riley-mayer20

EDUCATION

Bachelor of Journalism, Emphasis Strategic Communication

May 2026

- Minor in Hospitality Management

University of Missouri

Columbia, Missouri

PROFESSIONAL EXPERIENCE

Social Media and Influencer Intern

June 2025 - August 2025

Karrie Leung Public Relations

Chicago, IL

- Managed client social media accounts across Instagram, drafting on-brand content that strengthened community engagement and fostered positive audience sentiment
- Developed detailed shot lists for on-site content days, maintaining brand consistency and high standards for quality across all deliverables
- Conducted influencer research and presented strategic recommendations aligned with client audiences, brand values, and campaign objectives
- Monitored influencer coverage and tracked engagement metrics to surface trends and inform future content and partnership decisions

Speaker Coordination Intern

August 2025 - November 2025

Scratchmade

Columbia, MO

- Sent calendar invites with session details to speakers and their assistants. Prepared and mailed speaker gifts to highlight hospitality and appreciation.
- Developed speaker bios and session pages within the Scratchmade app to enhance user experience, content clarity, and event engagement.
- Supported event-week logistics, confirming speaker arrival, setup, and venue coordination.

Digital Marketing Intern

August 2025 - Present

Knorr Marketing and Events

Columbia, MO

- Managed KMC's LinkedIn, Facebook, and Instagram accounts, developing and scheduling on-brand content aligned with current trends and audience interests.
- Wrote blog posts for the KMC website covering event recaps, company updates, and industry insights.
- Drove audience engagement to 887 total interactions, a 981.7% increase over the course of the internship.
- Generated a 97.8% increase in link clicks, directing measurable traffic to key destinations across platforms.

Communications Intern

May 2026 - Present

University Club of Chicago

Chicago, IL

- Supported the launch of a new website, app, and CRM system by onboarding members through direct communication, phone calls, and one-on-one guidance on account setup, login procedures, and platform navigation
- Educated members on app features and digital tools to enhance their access to club amenities, serving as a frontline resource during the transition period
- Captured and produced original photo and video content featured across the club's social media platforms
- Created on-site social media content highlighting club events, programs, and amenities to drive member engagement and awareness
- Authored and updated website copy, including new events and programs, ensuring clear, accurate, and member-facing communication
- Supported the club's Shopify store by building out product listings, creating codes for athletic merchandise, and printing shipping/product labels

ADDITIONAL EXPERIENCE

Director of Membership Enrichment

January 2025 - December 2025

Zeta Tau Alpha

Columbia, MO

- Managed and grew ZTA's wellness Instagram by creating content, regularly posting, and building an engaged community.
- Planned wellness-focused events and activities by developing partnerships with local businesses to support and strengthen community engagement.

Tools and Technology

- Instagram, TikTok, Facebook, LinkedIn, Canva, CapCut, Adobe InDesign, WordPress, Semrush, HeyOrka, Slack, Asana, Google Suite, Microsoft Suite, Flodesk, Hootsuite, Qualtrics, Hubspot, Trello,