

MARIAH KUMPE

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EXPERIENCE

Freelance

Social Strategist, Copywriter, Designer

November 2018 - PRESENT

Developed social strategy. Directed design of websites and social media. Shot product photography.

Weave Insights

Market Research Intern

October 2021 - December 2021

Built audience perception survey with Alchemer. Analyzed 1500+ quantitative and qualitative responses to determine key takeaways. Developed client presentation.

Camp ADventure

Team Lead, Strategist, Copywriter, Project Manager

June 2021 - July 2021

Researched market. Developed awareness campaign strategy for paid social, paid search, email, and press. Designed campaign materials.

Robertson Rush

Strategist, Copywriter, Project Manager

April 2021

Researched market. Developed brand identity and social strategy. Designed and wrote social material, website, and product packaging. 2nd place competition winner.

CreateAthon

Social Strategist, Copywriter

March 2021

Developed social strategy. Designed social materials. Wrote and designed email newsletter using MailChimp.

The Heights Church

Social Media Manager, Photographer, Designer

August 2018 - March 2020

Created social content plans for daily posts. Designed graphics. Directed photography and social media teams during events. Named 20th fastest growing church in America by Outreach 100.

EDUCATION

BS in Mass Communications

Virginia Commonwealth University

August 2019 - May 2023

Creative and Strategic Advertising.
Minor in Psychology. Dean's List.

SKILLS

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Lightroom

Final Cut Pro X

Google Suite

Microsoft Office

Keynote

Strategy

Project Management

Leadership

Communication

Organization

Efficiency

ACTIVITIES

Richmond Ad Club

Member and Mentee

2021 - PRESENT

VCU Ad Club

Member and Mentor

2019 - PRESENT

VCU American

Marketing Association

Social Media Chair

2021 - PRESENT

VCU Strategic Workshop

Team Lead and Strategist

November 2021