

# CHANDLER COLCLOUGH

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## EDUCATION

**Elon University**, Elon, NC May 2021  
*Master of Arts in Interactive Media*

**North Carolina A&T State University**, Greensboro, NC May 2020  
*Bachelor of Science in Journalism and Mass Communication - Magna Cum Laude*

## SKILLS

Adobe Illustrator, Adobe Photoshop, Adobe XD, Adobe Premiere Pro, Adobe After Effects, SEO & Analytics, HTML & CSS, Wordpress, Microsoft Office, Canva, Photography, Video Editing

## RELEVANT PROJECTS

**African American Cultural Arts and History Center, Burlington, NC** Mar 2021 - May 2021  
*Project Manager - Elon University Interactive Project for the Public Good*

- Facilitated meetings and delegated tasks based on client's needs
- Maintained effective communication between client and team to meet deadlines
- Assisted in the creation of brand strategies with copywriter, graphic designer and photographer

## COMMUNICATIONS EXPERIENCE

**Bettye Jenkins for Board of Education District 7, Greensboro, NC** Jan 2020 - May 2020  
*Social Media and Digital Marketing Intern*

- Executed marketing strategies to increase brand awareness which led to a winning campaign against two opposing candidates by 61.4%
- Established an engaging social media presence on Instagram, Facebook, Twitter and LinkedIn, reaching hundreds of supporters in Guilford county
- Collaborated with campaign team to launch and analyze email campaigns and volunteer opportunities

**Freedom School Partners, Charlotte, NC** May 2019 - Aug 2019  
*Marketing and Communications Intern*

- Coordinated content for newsletters and press releases to send out to supporters, donors and partners throughout the Charlotte-Mecklenburg area
- Maximized engagement on multiple social media platforms, resulting in more than 1,000 followers on each platform
- Performed weekly reports and analysis of social media, newsletter and e-mail campaign *statistics*

**Harvest City Church, Greensboro, NC** Sept 2018 - Jan 2019  
*Multimedia Intern*

- Created interactive and user-friendly content for the website and social media platforms
- Drafted a social media calendar to post daily content that increased follower engagement by 70%
- Oversaw media efforts during church services, making announcements and messages visible for congregation

## ACCOMPLISHMENTS & ACTIVITIES

Chancellor's List | Dean's List | National Association of Black Journalists | Golden Key International Honor Society | National Society of Leadership and Success | Aggie Student Alumni Association Co-Chair of Communications | HerCampus chapter member | NCAT Blue Squad Rookie of the Year 2017- 2018 | NCAT Blue Squad Co - Captain 2018-2019