

ROXANNA DEMÉRS



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EDUCATION

WAKE FOREST UNIVERSITY

JAN 2017-AUG 2020

**B.A. Double Major in Politics and International Affairs
&
Communication with focus on Integrated Strategies**

- Dean's List Honoree '19 & '20
- Member of Alpha Kappa Psi - Professional Business Fraternity

WAKE FOREST UNIVERSITY - SCHOOL OF BUSINESS

SUMMMER 2018

- Completed Undergraduate Management Program with intensive training in business disciplines including: Brand Development, Marketing Strategy, Business Law, Entrepreneurship, Accounting & Finance
- Competed and placed 3rd in a collaborative consulting case competition

WAKE FOREST UNIVERSITY - SCHOOL OF LAW

SUMMMER 2017

- Summer Pre-Law Program for Undergraduates
- Studied and practiced disciplines including: Legal Theory, Practice, & Communication and Debate & Legal Advocacy
 - Focused on cases pertaining to truth-in-advertising laws, consumer lawsuits & environmental justice efforts

SKILLS

Content Creation
Art & Copy
Adobe InDesign
Adobe PhotoShop
Adobe Premiere Rush
Website Management
WordPress
Google Analytics
Google Ad Manager
MailChimp
Email Campaign
Planning

EXPERIENCE

NBC UNIVERSAL MEDIA

JAN 2021 - PRESENT

TRADE
MARKETING
COORDINATOR

- Assist in the development of NBCU News Group positioning collateral and sales materials, including custom-built presentations, sales videos, and creative assets throughout the pre-sell and post-sell process

NATIONAL PUBLIC RADIO AFFILIATE - WFDD 88.5

JAN 2019 - FEB 2020

MARKETING
ASSISTANT
&
ON-AIR
ANNOUNCER

- Created (art & copy), scheduled, & tracked key performance indicators (KPIs) for paid digital web ad campaigns, weekly email newsletters, & marketing email campaigns using MailChimp, Google Analytics & Google Ad Manager
- Utilized Google Ad Manager to create, place & schedule sponsored web ads on WordPress site
- Utilized Adobe InDesign & Photoshop for creative & graphic design aspects of website updates & email campaigns
- Wrote & recorded copy for on-air radio broadcast announcements of sponsored & community events

AMERICA'S MART ATLANTA

SEASONAL SHOWS 2016 - 2019

MERCHANDISING
ASSISTANT
&
MODEL

- "Therapy with Lisa Adams" Showroom: Assisted merchandising team by driving engagement between market buyers & line representatives
- Facilitated line sheet orders using RepTime sales software; single account sales of \$10k worth of wholesale merchandise
- "Primavera Couture" Showroom: Modeled in-showroom & on-runway for prom & bridal collections

WAKE FOREST UNIVERSITY STYLE (WFU STYLE)

AUG 2017 - MAR 2020

EVENTS
DIRECTOR
&
BLOG CONTENT
WRITER

- Organized events including: a virtual career panel series, a community-based clothing drive, a job recruitment session with Abercrombie & Fitch & other club social events throughout the academic year
- Collaborated with social media team to promote WFU Style & partnership brands via various online platforms