

# AAF

AVA A. FLETCHER

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## EXPERIENCE

### Style Assembly • Marketing Manager

*Oxford, MS ~ 2024 - Present*

Responsible for posting social media content, as well as planning marketing campaigns and assisting customers with their shopping experience.

### Ally B Boutique • Marketing Manager

*Thomasville, GA ~ 2022-Present*

Organize weekly posting, email marketing, and all e-commerce needs while leading a team of two social media assistants.

### Store Manager and Assistant Buyer

*Thomasville, GA ~ 2019 - 2023*

Assist customers with their shopping experience as well as leading a team of 12 employees. Attend markets to assist buying inventory for the business and plans budgets and expenditures for the business.

### Hurst Boiler & Welding Co. • Receptionist

*Coolidge, GA ~ Summer 2022*

Responsible for answering and directing calls to and from employees and customers.

## EDUCATION

### University of Mississippi

School of Journalism and New Media

Bachelor of Science

Integrated Marketing Communications

Class of 2026

Minor: General Business

GPA: 3.7 (Dean's Honor Roll)

## SKILLS

Conversational Spanish

Microsoft: Word, Excel, PowerPoint

Adobe: InDesign, Photoshop, Illustrator

Social Media: Facebook, Instagram, Tik Tok, X, Pinterest

Google: Docs, Sheets, Slides

## HONORS AND AWARDS

Order of Omega Honor Society

Phi Sigma Theta National Honor Society

Gamma Beta Phi Society

Phi Sigma Pi National Honor Society

Lead Abroad Study Abroad Program

*Cape Town, South Africa*

Chosen to attend a three week leadership program.

Attended leadership seminar while experiencing the diverse culture of Cape Town.

## INVOLVEMENT

### Chi Omega Fraternity, Tau Chapter

Philanthropy Committee • *December 2024 - Present*

Selected by Philanthropy Chairs to assist them in any of their needs.

Webmaster • *December 2024 - Present*

Update fraternity's website with events, images, and recent information.

### Students for Sustainable Fashion

Co-President • *January 2025 - Present*

Responsible for overseeing all positions, meeting with other campus directors, and promoting growth for our organization.

Marketing Director • *August 2023- 2024*

Plan events and social media posts, as well as promotes the organization through marketing campaigns.

### Student Activities Association

Homecoming Committee • *August 2024 - Present*

Assist in planning all university homecoming festivities and events.

### Women In Business

*January 2024- Present*

Leadership club that encourages women having an active role in the business world.