**MARY AUTERMAN**

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**EDUCATION**

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**MICHIGAN STATE UNIVERSITY,** East Lansing, MI Spring 2026

* Bachelor of Arts, Creative Advertising
* Minor in Computer Science
* Dean’s List
* VIM Magazine
* MSU Chapter of American Institute of Graphic Arts
* American Advertising Federation
* MSU Yarn Circle

**WALLED LAKE NORTHERN HIGH SCHOOL,** Walled Lake, MI Spring 2022

* Yearbook Editor, Captain of Water Polo and Swim Team

**EXPERIENCE**

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**STUDENT COMMUNICATIONS ASSISSTANT |** MSU Student Life & Engagement, East Lansing, MI Oct 2024 - Present

* Scheduled and uploaded content to Facebook and Instagram to increase familiarity with our brand.
* Initiated a content strategy calendar for social media accounts to better find our audience by using brand pillars.
* Designed templates to follow when promoting events on social media for better brand continuity.

**MARKETING AND MEDIA INTERN |** Convention & Visitors Bureau, Grand Haven, MI May - Aug 2024

* Found UGC to post to reach over 100k Facebook and Instagram followers highlighting the attractions of the area.
* Provided welcoming customer service to visitors by assisting their travel needs, ensuring a quality trip.
* Interacted with commentors professionally in a timely manner to maintain helpful brand image.
* Took initiative on special projects to improve the area’s offerings and office communications.

**HOSTESS & CASHIER |** State Room Restaurant, East Lansing, MI Aug 2022 – Dec 2024

* Thrived in a fast-paced environment delivering professional experiences to guests to .
* Prioritized room service orders while multi-tasking to complete drink orders for servers.
* Organized my station to improve working conditions and ease of access for my team to better serve guests.

**FREELANCE**

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**VIDEOS**, Produced weekly Metro-Detroit event videos for clients. 2020 - 2021

**FLYERS**, Designed mailbox flyers for clients to advertise newly listed homes. 2020 - 2021

**SKILLS**

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**CONTENT EDITING:** Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), Later, Constant Contact

**GRAPHIC DESIGN:** Canva, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Audition, Premier Pro)

**SOCIAL MEDIA:** Facebook, Twitter, Instagram, Snapchat, Pinterest, TikTok, Meta Business Suite