

# Mary Auterman★

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## EDUCATION

**MICHIGAN STATE UNIVERSITY**  
East Lansing, MI      Spring 2026  
BA in Creative Advertising  
Minor in Computer Science  
Dean's List  
VIM Magazine  
American Institute of Graphic Arts  
American Advertising Federation  
MSU Yarn Circle

## SKILLS

### CONTENT EDITING

Microsoft Office Suite  
Later Social Media Scheduler  
Constant Contact

### GRAPHIC DESIGN

Adobe Creative Cloud  
Canva

### SOCIAL MEDIA

Instagram  
Facebook  
Twitter  
TikTok  
Pinterest  
Snapchat  
Meta Business Suite

## EXPERIENCE

### COMMUNICATIONS ASSISTANT Oct 2024 - Present

**MSU Student Life & Engagement, East Lansing, MI**  
Coordinated social media guide for departmental use to uphold brand standards and improve cohesion.  
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 & MEDIA INTERN May - Aug 2024

**Grand Haven Area Convention & Visitors Bureau, Grand Haven, MI**  
Sourced 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 Aug 2022 - Dec 2024

**State Room Restaurant, East Lansing, MI**  
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.

**"She is the type  
of employee  
you never want  
to lose"**

-Elayna Creed, State Room Manager

## FREELANCE

### VIDEOS 2020 - 2021

Produced weekly Metro-Detroit event videos for clients to engage consumers.

### FLYERS 2020 - 2021

Designed mailbox flyers for clients to advertise newly listed homes.