

CHLOE EVERS

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EDUCATION

Florida State University, *Tallahassee, FL*

Bachelor of Science in Advertising, Bachelor of Science in Editing, Writing, and Media, Minor in Business

May 2025

GPA: 3.759

PROFESSIONAL EXPERIENCE

Tallahassee-Leon County Commission on the Status of Women and Girls, Tallahassee, FL

Communications Coordinator

October 2024-Present

- Revamped the commission's social media marketing strategy, including modernizing the commission's digital presence by refreshing preexisting brand materials for a contemporary audience.
- Executed a data-driven content plan, enhancing brand visibility and engagement, and increasing follower count by 10% on Instagram.
- Developed and scheduled strategic content, incorporating graphics, video, and storytelling to amplify the organization's mission and increase awareness of women's and girls' related issues.

Different Perspective Advertising Agency, Orlando, FL

Marketing Intern

June 2024-August 2024

- Managed relations with various clients, including restaurants, wellness centers, and human resource companies, while gaining valuable knowledge of each industry's internal operations.
- Crafted targeted social media campaigns that resonated with each client's target audience.
- Anticipated the needs of each client's diverse group of customers to conceptualize and write useful blogs.

Strategic Digital Services, Tallahassee, FL

Marketing Intern

December 2023-July 2024

- Gained hands-on experience in social media analytics, including Meta and Google Ads analytics.
- Ran detailed campaign reports, analyzing key performance metrics to assess ad effectiveness.
- Learned how to schedule and optimize ads for target audiences across multiple digital platforms.
- Designed advertisement campaigns for government agencies such as the FL Department of Corrections.

Tally & Fin Clothing Boutique, Tallahassee, FL

Graphic Design Intern

June 2023-August 2024

- Designed various promotional materials, such as social media flyers, web homepages, print flyers, etc. to drive customer engagement.
- Gained experience in Adobe Creative Suite, refining skills in design and targeting a niche audience.

LEADERSHIP EXPERIENCE

Strike Magazine, Tallahassee, FL

Magazine Layout Director

January 2024-Present

- Oversaw the production of a 130+ page magazine, ensuring that all aspects were ready for print.
- Led a team of 5 designers throughout the layout design process from start to finish, including delegating pages and editing to be ready for print.
- Led the transition of the magazine's overall look to a polished, uniform, and editorial design.
- Managed the page count while accounting for the magazine's overall budget.

Chi Omega Sorority, Tallahassee, FL

Marketing Director

December 2023-December 2024

- Led the sorority's marketing and social media strategy, increasing follower count by over 2,500 (25%) across platforms.
- Developed a strategically curated brand identity for the chapter with a full font and color kit, ensuring a cohesive and visually compelling presence across all social media platforms.
- Successfully amplified marketing for programming events, including philanthropy fundraisers, recruitment, and sisterhood initiatives, resulting in increased participation and a new class of 87 members.
- Planned and executed high-quality photo and video shoots, directing creative concepts, styling, and shot lists to communicate the chapter's mission and values.

Florida State Student Life Cinema, Tallahassee, FL

Graphic Designer

January 2022-August 2023

- Designed promotional materials for film screenings, special events, and social media campaigns, enhancing audience engagement.
- Gained hands-on experience in entertainment and media marketing, learning how to tailor visuals to attract diverse student audiences.
- Created posters, digital graphics, and event branding to support the cinema's PR and marketing initiatives.

CERTIFICATIONS AND AWARDS

Photoshop, InDesign, and Illustrator Certified – *Adobe*

2021

Excel Certified – *Microsoft*

2021

Dean's List – *Florida State University*

Spring 2022, Fall 2022

Kirk Belle Cock Hassell Scholarship Winner – *Chi Omega Nationals*

2023

Eugenia F. Kenshalo Memorial Scholarship Winner – *Tallahassee Alumnae Panhellenic*

2023

Brenda Marshall Memorial Scholarship Winner – *Central Florida Chi Omega Alumni Association*

2022