**Ceara Burden**

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**Education Bachelor of Arts in News Media,** May 2022 **|** The University of Alabama, College of Communication and Information Sciences, Tuscaloosa, AL **|** *Summa Cum Laude, University Honors College* **|** GPA: 4.0

**Master of Arts in Journalism,** May 2022 **|** The University of Alabama, College of Communication and Information Sciences, Tuscaloosa, AL **|** GPA: 4.0

**EXPERIENCE**

**COPYWRITER AT DRIVE SOCIAL MEDIA,** July 2022-current

* Execute copy for approximately 1,650 digital ads, a variety of video storyboards, blogs, and website copy
* Collaborate with others to conceptualize effective social strategy for paid and organic social
* Research market trends for a variety of industries including hospitality, construction, food service, health, pet food and accessories, and beauty, amongst others
* Pitch and locate possible media placements for clients
* Created and executed social campaigns resulting in the largest Grand Opening for Chicken Salad Chick in the franchise’s history

**PANELIST FOR GLOBAL TIES ALABAMA CONFERENCE,** *(VIRTUAL) NOV. 2021*

* Spoke to international journalists participating in Global Ties Alabama, an organization based in Huntsville, AL, that develops professional international exchange programs for projects funded through the Bureau of Education and Cultural Affairs
* Discussed reporting for News21 and detecting disinformation on the internet

**NEWS 21 FELLOW,** *JAN.-AUGUST 2021*

* Nominated and financially supported by The College of Communication and Information Sciences to represent The University of Alabama
* Researched COVID-19’s impact on people with disabilities
* Collaborated with 38 of the nation’s top student journalists to produce a national multimedia project and social media outreach

**EDITORIAL ASSISTANT AT THE ALABAMA ALUMNI MAGAZINE,** *JAN. 2020-MAY 2021*

* Created and analyzed content for the National Alumni Association’s three social media platforms
* Wrote articles and press releases for the magazine’s quarterly publications
* Created social media campaigns, “Tide the Knot” and “Rolling Into Adulthood,” which raised content engagement by 486% in a one-week period
* Identified and created content supporting the University of Alabama’s brand

**COMMUNICATIONS INTERN FOR THE COLLEGE OF HUMAN ENVIRONMENTAL SCIENCES**, *AUG. 2019-MAY 2022*

* Produced content for The College of Human Environmental Sciences’ social media platforms and analyzed its impact on social media
* Hosted fashion shows for the Textiles and Design Programs at the college
* Created and hosted “Pop-Ins,” new video series for the Fashion Archive at the University of Alabama.

**Activities** Omicron Delta Kappa, *Secretary,* 2021-22

Her Campus Alabama, *Women’s online magazine,* 2021-22

Oakley Society, 2021-2022

**skills** ChatGPT – Copywriting – Editing – AP Style – Data Analysis – Client Relations – Branding Expert – Media Relations – Press Releases – Strategic Communications

**Honors/Awards** 2022 Double Red Cap Recipient (GPAs of 4.0 & Above for BA & MA)

2022 National Alumni Association Outstanding Senior Award

5 CASE District III Awards for Magazine Design and Content

President’s List (2018-Spring 2020, Fall 2020-Present)

Dean’s List (Spring 2019)

Selected as Featured Contributor for Pi Beta Phi’s *The Arrow*