

# Vivian Pearson

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## SUMMARY

Enthusiastic marketing student driven by passion for storytelling and creativity. Experience managing social media platforms while creating engaging content through photography and graphic design techniques. Demonstrated ability to thrive in fast-paced environments, quickly capturing captivating moments during live events. Eager to contribute fresh ideas and collaborate with talented teams across sports and entertainment domains, enhancing digital presence and user interaction. Knowledgeable about current trends and adept at utilizing tools like Adobe Creative Cloud and analytics to craft strategies that resonate. Excited to build a professional portfolio and expand network opportunities.

## EDUCATION

### Bachelor of Science in Marketing

2027

University of Central Florida GPA: 3.8

Orlando, FL

*Coursework: Digital Marketing, Social Media Strategies, Graphic Design, Content Creation*

## TECHNICAL SKILLS

- **Design Tools:** Adobe Photoshop, Adobe Illustrator, Adobe After Effects
- **Content Management Systems:** WordPress, Hootsuite, Sprout Social
- **Social Media Platforms:** Facebook, Instagram, Twitter
- **Video Editing Software:** Final Cut Pro, Adobe Premiere Pro, iMovie
- **Analytics Tools:** Google Analytics, Facebook Insights, Instagram Analytics
- **Communication Tools:** Slack, Microsoft Teams, Zoom
- **Research Methodologies:** Survey Analysis, Focus Groups, Data Collection
- **Project Management Frameworks:** Agile, Scrum, Waterfall
- **Graphic Design Techniques:** Layout Design, Typography, Color Theory
- **Event Planning Tools:** Trello, Eventbrite, Asana

## SKILLS

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|---------------------------|-------------------|------------------------------|------------------------|
| • Adobe Creative Cloud    | • Graphic Design  | • Team Collaboration         | • Project Management   |
| • Social Media Management | • Storytelling    | • Analytics Tools            | • Public Speaking      |
| • Content Creation        | • Event Promotion | • Creative Conceptualization | • Visual Communication |
| • Photography             | • Market Research | • Digital Engagement         | • Professionalism      |

## EXPERIENCE

### Social Media Content Creator

January 2026 – May 2026

University Project

Orlando, FL

Managed vibrant content creation efforts for campus-wide events, focusing on driving engagement among students and promoting participation through dynamic visuals. Collaborated closely with team members to develop innovative strategies that enhanced event visibility and experience.

- Executed comprehensive social media campaigns that boosted student engagement numbers significantly.
- Developed eye-catching graphics and promotional materials using Adobe Creative Cloud to draw attention.
- Captured live moments during various events, producing real-time photography and videos shared on social channels.
- Collaborated effectively with peers to generate fresh content concepts, achieving noticeable increases in online activity.
- Utilized insights from performance metrics to refine engagement strategies leading up to subsequent events.
- Created a personal portfolio showcasing impactful works published across university platforms.

### Marketing Campaign Developer

February 2026

Hackathon Project

Orlando, FL

Contributed innovative ideas within a team focused on developing marketing solutions for a nonprofit organization. Engaged in meaningful collaboration, research, and crafting visually appealing assets aimed at community outreach and fostering connections.

- Co-created a compelling marketing campaign that successfully raised awareness for nonprofit initiatives.
- Designed engaging graphics and content tailored for the target audience, significantly increasing interest.
- Conducted meticulous market research to pinpoint ideal demographic segments and adapt strategies accordingly.
- Presented results to stakeholders, receiving accolades for creativity and strategic effectiveness.
- Emphasized measurable insights drawn from campaign performance through analytical tool usage.
- Gained first-hand project management experience working under stringent timelines alongside diverse teams.

## Digital Marketing Research Assistant

September 2025 – December 2025

Academic Research

Orlando, FL

Supported vital research into digital marketing trends impacting the sports industry, collaborating closely with faculty and staff to achieve detailed analysis and presentation of findings to broader audiences. Provided essential logistical and creative support for academic workshops and partnerships.

- Assisted in rigorous research efforts targeting consumer engagement, contributing significant aggregate data insight.
- Partnered directly with faculty to process findings and present them at relevant interdisciplinary conferences.
- Created effective visual presentations that showcased intricate details and narratives behind research efforts.
- Participated in discussions revolving around real-world marketing applications derived from scholarly research.
- Helped organize focused workshops intended to inspire students surrounding creative innovation.
- Fostered local business relationships to explore deeper engagement with research initiatives.

## LEADERSHIP & AWARDS

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- Dean's List, University of Central Florida (2025-2026)
- Participant, UCF Marketing Innovation Challenge (2026)

## CERTIFICATIONS

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- Google Digital Garage: Fundamentals of Digital Marketing 📅 2026
- Adobe Certified Associate in Graphic Design & Illustration Using Adobe Illustrator 📅 2026

## PROFESSIONAL AFFILIATIONS

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- Member, UCF Marketing Club (2025-Present)
- Volunteer, UCF Sports Marketing Events (2026)

## LANGUAGES

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- English (Native)
- Spanish (Intermediate)

## ADDITIONAL INFORMATION

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**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

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AVAILABLE ON REQUEST