

# Paris Davenport

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## SUMMARY

Creative professional with over 2 years in social media management and content creation. Energized by engaging diverse audiences through compelling visual and written narratives. Strong foundation in photography, video editing, and graphic design aligns perfectly with organization's mission-focused goals. Proven ability to foster an inclusive collaborative environment while managing diverse projects independently. Experience includes significant contributions in developing comprehensive strategies tailored for platforms, boosting engagement metrics significantly. Passionate about leveraging creativity and technology to build meaningful connections between the audience and meaningful community initiatives.

## EXPERIENCE

### Social Media Content Creator

January 2025 - Present

University Project

Seattle, WA

Played a vital role as a Social Media Content Creator for a university campaign aimed at enhancing engagement and showcasing student accomplishments. Developed creative and strategic plans by collaborating with various teams to align messaging effectively across multiple communication channels.

- Designed and executed a comprehensive social media strategy that improved engagement rates across all platforms remarkably.
- Produced weekly video content, graphics, and posts that highlighted student stories and events, driving campus community involvement.
- Collaborated with cross-functional teams to ensure that messaging reinforced university values and brand identity through consistent style.
- Conducted thorough audience research, adapting content to connect deeply with diverse student demographics and interests.
- Utilized advanced social media management tools to analyze performance data, refining strategies based on user interaction insights.
- Facilitated workshops on effective content creation and social media best practices, mentoring peers collaboratively to enhance their skills.

### Visual Storytelling Research Assistant

September 2024 - December 2024

Academic Research

Seattle, WA

Assisted faculty-led research exploring visual storytelling impacts on audience engagement, contributing valuable insights into the dynamics of digital media consumption patterns.

- Created multimedia presentations and infographics that effectively communicated research findings to academic collaborators.
- Conducted qualitative interviews and surveys, gathering essential data that enriched the project's insights and reports.
- Employed video editing software to craft engaging video materials illustrating key research touches for presentations.
- Collaborated closely with faculty in conceptualizing publications that were presented at academic conferences for recognition.

### Graphic Design Team Member

March 2024

Hackathon Project

Remote

Worked within a fast-paced team during a hackathon event aiming to create a digital platform for enhancing community interactions, honing collaborative and creative skills under time constraints.

- Designed intuitive interface mockups and promotional material that articulated the project's overarching vision for users.
- Adapted quickly as feedback emerged, implementing iterative improvements to both visuals and concepts during development.
- Presented final outcomes to judges, earning accolades recognizing creativity and attention to detail in design implementations without tangibles.

## LEADERSHIP & AWARDS

- Dean's List, University of Washington, 2024
- Best Presentation Award, Communication Studies Conference, 2025

## EDUCATION

### Bachelor of Arts in Communications

2026

University of Washington GPA: 3.8

Seattle, WA

**Coursework:** Digital Communication, Multimedia Storytelling, Audience Analysis, Visual Design

## CERTIFICATIONS

- Google Digital Garage: Fundamentals of Digital Marketing 📅 2025
- Adobe Certified Associate in Graphic Design & Illustration 📅 2025

## TECHNICAL SKILLS

- **Social Media Tools:** Hootsuite, Buffer, Sprout Social
- **Design Software:** Adobe Photoshop, Adobe Illustrator, Canva
- **Video Editing Applications:** Final Cut Pro, Adobe Premier Pro, iMovie
- **Content Management Systems:** WordPress, Wix, Drupal
- **Collaboration Platforms:** Slack, Microsoft Teams, Zoom
- **Audience Analysis Tools:** Google Analytics, Facebook Insights, Instagram Insights
- **Presentation Software:** Microsoft PowerPoint, Prezi, Google Slides
- **Research Methodologies:** Qualitative Surveys, Focus Groups, Content Analysis
- **Multimedia Tools:** Canva, Piktochart, Vimeo
- **Strategic Planning Frameworks:** SWOT Analysis, User Journey Mapping, PEST Analysis

## SKILLS

- Social Media Management
- Audience Engagement
- Written Copy Creation
- Workshop Facilitation
- Graphic Design
- Communication
- Research Analysis
- Performance Metrics Tracking
- Video Editing
- Team Collaboration
- Brand Messaging
- Diversity Inclusion Strategies
- Content Creation
- Photography
- Project Coordination
- Creative Problem Solving

## PROFESSIONAL AFFILIATIONS

- Member, University Communications Club
- Volunteer, Local Non-Profit Social Media Team

## LANGUAGES

- English (Native)
- Spanish (Proficient)

## ADDITIONAL INFORMATION

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

## REFERENCES

AVAILABLE ON REQUEST