



Laura King

Marketing Intern

Junior marketing major looking for a summer 2025 internship in content or social. Campus experience running Instagram for a 900-member student org and volunteer copy work for a local nonprofit. Comfortable in Canva, Later, and Google Analytics.

CONTACT INFORMATION

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EDUCATION

B.S. in Marketing, Arizona State University, expected May 2026

Relevant coursework: Consumer Behavior, Digital Marketing Analytics, Principles of Advertising

Major coursework average: 3.7

KEY SKILLS

- Canva, CapCut
- Instagram, TikTok, LinkedIn (organic)
- Mailchimp, basic email template editing
- Google Analytics 4 (course project level)
- Later, Buffer
- Notion, Google Workspace
- Copywriting for short-form social
- Spanish (conversational)

PROFESSIONAL EXPERIENCE

Social Media Chair | Sep 2023 - Present

University Marketing Association, Tempe, AZ

- Post 4-5 times per week to Instagram and TikTok promoting speaker events, workshops, and career panels.
- Grew the org Instagram from about 640 followers to 1,470 over the fall and spring semesters using a mix of Reels and event recap posts.
- Coordinate content with the events chair so promo goes up at least 10 days before each event.
- Built a simple content calendar in Notion the incoming board will inherit.

Volunteer Copy Assistant | Jan 2024 - Present

Desert Roots Food Bank, Phoenix, AZ

- Draft two donor emails per month in Mailchimp, working from the development director's outline.
- Refreshed the About and Volunteer pages of the website using WordPress and photos from a spring service day.
- Wrote short thank-you copy for donation confirmation pages after A/B testing two versions with the coordinator.