

Alivia McAtee

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EDUCATION

Davidson College

*Bachelor of Arts, English,
Minor: Digital Studies*

- GPA: 3.680

Davidson, NC
Expected May 2020

Cambridge University

British History and Literature of the Long 18th Century

Cambridge, England
July-August 2018

RELEVANT EXPERIENCE & EDUCATION

The Charlotte Agenda

Creative Strategist; Business and Media Development Intern (June-August 2017)

Charlotte, NC
August 2017- present

- Research and produce "The Weekender," a weekly roundup of 100+ events that regularly generates 10,000+ views
- Produce articles and social media content in partnership with major companies such as Bank of America and Coca-Cola
- Manage marketplace listings, such as job board and event board, to drive revenue
- Create subsidized content for a daily newsletter sent to 50,000+ readers
- Design and execute photoshoots for social media to promote businesses
- Assist in the planning and execution of high-profile events for partners and the public

Reviews.com

Writer Intern; Contributing Writer

Charlotte, NC
April 2017- October 2017

- Pitched, researched, and wrote timely, innovative, and SEO-optimized content for the sites burgeoning news vertical
- Planned and executed interviews with high-profile experts in finance and technology fields
- During my internship, my content generated 36% of site visitors and contributed 24% of new content on site

Scott MacDonald

Writing Intern

Charlotte, NC
April 2017- October 2017

- Composed and edited two chapters for publication in Scott MacDonald's book, *The MacDonald Community Scholarship Plan to Help Fund College Education* (Publication date: 2019)
- Conducted quantitative research regarding financial aid and alumni success at Davidson College to incorporate into chapters
- Planned and executed interviews with high-profile alumni, including Anthony Foxx and John Kuykendall

Her Campus

Blog Editor

Davidson, NC
August 2016-January 2018

- Generated ideas and composed weekly articles that are published online to a Pink Level status site (top 10% of Her Campus chapters)
- Edited 5-10 articles per week prior to publication to ensure quality of content

Skills

- Proficient in Microsoft Office (Word, PowerPoint, Excel), Adobe Photoshop, Social media, Google suite, and WordPress

Independent Education

- Lean Marketing Basics -Flywheel Coworking
- Online Marketing Foundations – LinkedIn

ADDITIONAL EXPERIENCE & EDUCATION

Duke Family Performance Hall

Front of House Manager

Charlotte, NC
April 2017- October 2019

- Manage successful operation of Davidson's largest and most prestigious performance hall on performance nights
- Facilitate all aspects of opening and closing the theater on performance nights, including set up, closing, and guest hospitality
- Mediate conflicts with customers and performers to ensure satisfaction and safety

Summit Coffee Company

Baker

Davidson, NC
November 2018 – present

- Interpret recipes and prepare and deliver baked goods that meet company standards
- Follow best safety and sanitary practices while creating baked goods to ensure personal, employee, and customer health

LEADERSHIP & CAMPUS INVOLVEMENT

Warner Hall Red & Black Ball

Auction Chair

Davidson, NC
March 2018 – November 2018

- Organized a silent auction that generated \$3,500+ for the organization's beneficiaries
- Coordinated with hundreds of businesses to leverage donations and organized a subcommittee with 15 members to solicit donations
- Designed the auction website, including writing engaging descriptions and taking professional-grade photographs of all baskets

Health Justice Committee

- *Member*

Davidson, NC
August 2016-present