

# Avery Le Voyer

## Marketing Specialist

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portfolio: averylevoyer.com

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### Experience

**Mikles Media** 2021 - 23

*Marketing Coordinator*

- Oversee strategy and performance analytics
- Design marketing graphics for media channels
- Form brand identity for various clients

**Audio Sound Club** 2023

*Marketing Specialist*

- Create marketing graphics for events
- Work with artist teams to meet guidelines
- Build and design company website

**LERMA/ Agency** 2022

*Copywriting Intern*

- Concept and execute multimedia campaigns
- Pitch campaign and growth ideas to clients
- Write headlines and taglines for ads

**Scarlett Reagan Gallery + Events** 2019

*Marketing Intern*

- Manage all social media marketing
- Plan and organize private events
- Work with clients to sell merchandise

**Street Style Squad** 2018

*Content Creation Intern*

- Write copy for social media and blog posts
- Conduct photoshoots and organize blog
- Execute brand sponsorships

**Sur La Vague** 2017 - 18

*Marketing Intern*

- Manage brand social media accounts
- Communicate with International suppliers
- Organize and style product photoshoots

### Education

**Southern Methodist University** 2019 - 22

*Dallas, TX*

Temerlin Advertising Institute

**University of Mississippi** 2018 - 19

*Oxford, MS*

Integrated Marketing and Communications

**Parsons The New School** 2017

*New York, NY*

Design Studio Intensive: Product, Fashion and Graphic Design

### Leadership

**Women's Initiative Group**

2021 - 22

*Founder*

Facilitate weekly group that provides female students with a safe place to discuss struggles with mental health. Arrange school funded activities for attendees to build healthy relationships.

**SMU Student Recovery Program**

2021

*Representative*

Work alongside members of the health center to address policies on substance abuse. Served on the board to interview and appoint the school's program director. Conduct fundraising campaign for founding of the University Wellness Center.

**Maggie's Womens Group Committee**

2020 - 22

*Social Media Chair*

Create and deliver monthly newsletter by email. Make and share posts to Facebook Group for upcoming events. Attend committee meetings to plan course of action for each chair.

**Kappa Kappa Gamma Alumni**

2023

*Night Owls Chair*

Organize events for recent college graduate Kappa alumnae by working with various event spaces and other board members to execute gatherings within the budget.

### Skills

Google Analytics Certification

Microsoft Excel Certification

Project Management

Media Campaigns

Adobe Creative Suite

Microsoft Office

Google Suite

### References

**Ali Mikles**

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Creative Director, Lerma