

# Avery Le Voyer

e: alevoyer@yahoo.com p: 210.315.0805  
portfolio: averylevoyer.com

Results-driven with a unique blend of marketing expertise in brand management, strategy, analytics, creative development, and social media management. Proven track record in driving impactful campaigns and initiatives to enhance brand visibility and engagement. Additionally, brings solid paralegal experience, demonstrating strong analytical and research skills coupled with a keen eye for detail. A versatile team player adept at leveraging both creative and analytical strengths to deliver innovative solutions and drive business growth.

Market Research

Adobe Creative Suite

Search Engine Optimization

Digital Analytics

Project Management

Marketing Communications

Microsoft Excel Certified

Website Creation

## Experience

**Sur La Vague** 2024  
*Brand Strategy Manager*

- Develop comprehensive marketing campaigns
- Coordinate logistics with international suppliers
- Website operations and inventory management

**Mikles Media** 2021 - 23  
*Marketing Coordinator*

- Manage strategy and performance analytics
- Increase in follower engagement by 43%
- Maintain brand presence of nine accounts

**Kardell Law Group** 2024  
*Paralegal*

- Conduct thorough legal research and analysis
- Manage complex litigation cases
- Facilitate effective communication with clients

**Audio Sound Club** 2023 - 24  
*Marketing Specialist*

- Design promotional visuals for upcoming events
- Grow Instagram following by 18%
- Create and maintain the company website

**LERMA/ Agency** 2022  
*Copywriting Intern*

- Concept and execute national multimedia campaigns
- Present campaign and expansion concepts to clients
- Compose headlines and taglines for ad campaigns

## 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*  
Studio Intensive: Product, Fashion and Graphic Design

## Leadership

**Kappa Kappa Gamma Alumni** 2023 - 24  
*Night Owls Chair*

Coordinate gatherings for recent college graduate Kappa alumnae by collaborating with different event venues to execute monthly gatherings within the budget. Compile and establish a database of local alumnae.

**Women's Initiative Group** 2021 - 22  
*Founder*

Lead a weekly group offering a secure space for female students to openly discuss mental health challenges. Organize school-funde to foster the development of healthy relationships among participants.

**Maggie's Womens Group Committee** 2020 - 22  
*Social Media Chair*

Generate and distribute a monthly newsletter via email. Create and share posts on the Facebook Group regarding upcoming events. Participate in committee meetings to strategize the course of action for each chair.

**SMU Student Recovery Program** 2021  
*Representative*

Collaborate with health center members to address substance abuse policies. Participate on the board to interview and appoint the school's program director. Direct a fundraising initiative to raise awareness and funds to establish the University Wellness Center.

## References

**Suzi Fuller** Co-Founder, Sur La Vague  
469.371.0619  
info@modernsoul.com

**Ali Mikles** CEO, Mikles Media  
805.708.3404  
ali@miklesmedia.com

**Katie Bernet** Creative Director, Lerma  
214.763.7646  
kbernet@lermaagency.com