

Laura Wiley

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SUMMARY

A communications professional with a passion for the intersection of storytelling, marketing, and media. Skilled in media strategy, video production, and marketing outreach. Seeking to leverage expertise in digital marketing to enhance brand visibility and drive campaign development. Dedicated to informing, inspiring, and engaging diverse audiences.

- Product/ Operation Management
- Media Writing
- Content Editing
- Social Media Management
- Communication
- Video Production

EDUCATION

William & Mary, Raymond A. Mason School of Business
Master of Business Administration (MBA)

Expected, May 2027

Hampton University
Bachelor of Arts, Journalism
Cum Laude

May 2025

EXPERIENCE

WAVY-TV | Portsmouth, VA
Sales and Social Media Intern

January 2025-May 2025

- Conduct television ratings research to support monetization efforts.
- Prepare materials for sales calls on potential advertisers across TV, web, and social media weekly.
- Collaborated with team in creation of sales one-sheets.
- Assisted in planning and execution of special sales projects for clients including Decorum Furniture, Guy Smith Heating, Cooling & Plumbing, and Virginia Beach Field House.
- Gain hands-on experience in television.

Friends House Retirement Community Inc, Sandy Spring, MD
Development & Marketing Intern

June 2024-August 2024

- Devised impactful content to lead marketing initiatives and improve outreach efforts weekly.
- Researched and analyzed prospective donors to support and strengthen fundraising activities.
- Strengthened hands-on experience in fundraising tactics and digital media management to direct engagement and boost support.
- Maintained and updated website content to ensure relevance, accuracy, and engagement.

The Leon Thomas Group, Baltimore, MD
Intern

June 2023-August 2023

- Played a key role in post-show editing for various podcast episodes with company's collaborators to deliver engaging, high-quality content.
- Partnered with production team in online studio, ensuring a smooth and professional presentation.
- Edited and refined content to boost overall quality and coherence weekly, ensuring a polished final product.

ABC World News, New York City, NY
Shadow

May 2021

- Pitched story ideas weekly and acquired a comprehensive understanding of news.
- Developed insights and hands-on experience with broadcast news script writing and show segment production.

TECHNICAL SKILLS

- Microsoft Word, Excel, PowerPoint, Adobe Photoshop, Adobe Premiere, Adobe After Effects, Canva, CapCut, Metricool, Mailchimp, JASP, Facebook, Instagram, and LinkedIn