Current Address:

Columbia, SC

**Elise Tanenbaum** elisetanen@gmail.com

(774) 571-3329

Permanent Address:

Willing to relocate

EDUCATION **University of South Carolina (USC) – Columbia, S.C. May 2024** *Bachelor of Arts in Journalism and Mass Communications* **GPA: 3.4** *Major: Advertising, Concentration: Sports Media, Minor: Psychology*

ADVERTISING EXPERIENCE

**Zeta Phi Eta Beta Mu - Columbia, S.C. September 2023-Present**

*Social Media Manager - LinkedIn*

* Create cohesive social media posts for accounts spanning Instagram, TikTok, and LinkedIn.
* Manage and create the fraternity’s LinkedIn page, creating connections with students and other chapters.
* Organize a schedule for posting content from chapters, internal events, and recruitment events.

**Men’s Gamecocks Lacrosse - Columbia, S.C. September 2023-Present**

*Social Media Manager*

* Create and post unique content to be on TikTok and Instagram reels platforms.
* Work closely with a team of 12 media team members.
* Work closely with a team of 50+ players to highlight their strengths and personalities through social media.
* Posting on time before, during, and after all events and games.

**Kappa Delta, Beta Zeta Chapter - Columbia, S.C. November 2022-November 2023**

*Director of Health and Wellness; Diversity Equity and Inclusion Board*

* Worked under VP of Inclusion.
* Responsible for attending weekly meetings held by University of South Carolina to learn more and communicate information to the chapter.
* Co-hosted bi-monthly workshops to promote DEI efforts for the Beta Zeta chapter of Kappa Delta.

**Geneva - Columbia, S.C. July-September 2023**

*Greek Life Campus Ambassador*

* Promoted and represented this group communications app at USC.
* Coordinated meetings and developed relationships with on-campus organizations.
* Acted as a liaison between the Geneva team and clubs/Greek leaders at USC.

**Cahn Public Relations – Hoboken, N.J. May-August 2023**

*Marketing Intern*

* Supported PR campaigns with social media, copywriting.
* Created social media templates and guidelines for posts.
* created communications kit to present to clients.
* Main clients included Halifax at the W Hotel and other real estate clients.

HONORS

Presented creative campaign to Owens Mixer’s as a sophomore in Journalism 317 | Currently in the running for multiple ADDY Awards for Luggage Hero and Summer’s Eve campaigns created in Journalism 517 | Chosen to present advertising campaign and strategy presentation to Summer’s Eve Brand Managers from Journalism 517 Project | Entered in DN&D Competition for Kraft Mac & Cheese guerrilla campaign | Team Captain for Journalism 521 group.

ACTIVITIES Member, Gamecocks for Positivity | Member, Psychology Club | Member, Zeta Phi Eta Professional Communications Fraternity | Member, Kappa Delta Sorority, Beta Zeta Chapter | Volunteer work: HUSH No More Domestic Violence Awareness Walk, National Eating Disorder Awareness Walk, The Girl Scouts of Columbia, fundraising for Children’s Trust and Prevent Child Abuse America.