

# MARY ELIZABETH AVERA

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## EDUCATION

### B.A. in Communication

Virginia Tech

Graduated Cum Laude May 2024

Major: Advertising

Minor: Psychology

Honors College

### M.S. in Integrated

### Marketing Communication

University of Mississippi

Expected Graduation: May 2026

## SKILLS

### Web Platforms

WMT

Sprout Social

Twitter Live-cut

Airship

Smartsheet

Canva

SIDEARM Sports

Oracle Eloqua

Basecamp

### Adobe

Photoshop

Premiere Pro

InDesign

Illustrator

### Microsoft Office

INFLCR

## ORGANIZATIONS

### Senior Class Gift Committee

Virginia Tech Advancement August

2023-May 2024

### Mentor

First Year Leadership Experience

Class of 2027

New Student Family Programs

August 2023-May 2024

### Social Media Chair

Virginia Tech Class of 2024

Virginia Tech Class Programs

September 2021-May 2024

## WORK EXPERIENCE

### Content Strategy Graduate Assistant

Ole Miss Athletics | July 2024-Present

- Manage digital platforms for volleyball and softball (2025-26)
- In-game social media coverage of Ole Miss Football accounts (2025 season)
- Manage digital platforms for soccer, volleyball, men's tennis, women's tennis, men's golf, women's golf, rifle, track and field/cross country (2024-25)
- Streamlined 50 Years of Ole Miss Volleyball social media campaign (2025 season)
- Utilize Sprout Social to schedule content, measure campaign performance, and monitor audience behavior
- Work closely with coaching staffs to align digital strategy with the visions of the programs and execute the brand voice
- Collaborate with marketing, communications and production units to meet brand objectives
- Utilize Adobe Creative Suite for creation of digital graphics
- Create and publish content via mobile app
- Maintain digital content calendar in collaboration with internal and external stakeholders
- Elevate and market athletes across social media platforms
- Assist in management of Ole Miss Athletics TikTok
- Assist in the leadership of interns throughout the academic year

### Digital Marketing Intern

Virginia Tech Athletics | August 2022-May 2024

- Produced and published content for the 2023 ACC Women's Basketball Championship and 2023 Women's Final Four Tournament
- Constructed HERstory Highlights email newsletter and women's basketball game recap emails via Oracle Eloqua mass email marketing platform
- Created and managed content on HokieSports social media accounts: Twitter, Facebook, Instagram and TikTok. This includes live event coverage, managing content calendar via Smartsheet and evaluating posts leveraging the Sprout Social analytics tool
- Produced the Instagram Reel with the highest number of views across all HokieSports accounts (28.8 million)
- Helped in the verification of official TikTok account and increased following by 400% in a 6-month timespan
- Started official Virginia Tech Athletics LinkedIn account
- Lead content capture and posting for Student Athlete Advisory Committee's non-sporting events
- Created content and manage analytics for official HokieSports mobile app
- Uploaded videos and created galleries for HokieSports.com via SIDEARM Sports content management system
- Assisted in the leadership of four first-year interns throughout the 2023-24 academic year

## ADDITIONAL EVENT EXPERIENCE

- Selected to cover high profile events as a part of Ole Miss such as: 2025 Women's College World Series (Ole Miss)
- Selected to cover high profile events as a part of Virginia Tech such as: 2024 NCAA Women's Basketball First & Second Round • 2024 ACC Women's Basketball Tournament • 2024 College Gameday Women's Basketball • 2023 Military Bowl • 2023 Ally Tipoff: Virginia Tech vs. Iowa • 2023 ACC Tipoff Media Days • 2023 NCAA Softball Tournament • 2023 NCAA Final Four Women's Basketball Tournament • 2023 ACC Women's Basketball Tournament