

Ava Johnson

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EDUCATION

Iowa State University

Bachelor of Science, Event Management; Sports Events Focus
Bachelor of Science, Public Relations

Anticipated: May 2027

Ames, IA

GPA: 3.76

Alpha Gamma Delta, Rho Chapter; 2023 - Present

- Director of Diversity, Equity, and Inclusion; 2024

Iowa State She Runs Sports Club; 2023 - present

JOB EXPERIENCE

Iowa State Athletics Marketing Department

November 2024 - Present

Social Media Intern

- Created, produced, and managed all creative content
- Developed and maintained a content calendar to ensure timely and consistent social media presence
- Implemented social media marketing strategies to enhance engagement across multiple platforms
- Analyzed and reported on metrics to optimize content
- Collaborated with the Marketing and Communications teams to create cohesive campaigns

The District Venue - Ankeny

May 2024 – December 2025

Semester Events Intern

Ames, IA

- Setting up venue pre-event, including:
 - linens, napkins, tableware, silverware, decor, centerpieces, ceremony, chairs
- Day of event operations

Park Hill School District Aquatic Center

March 2020 – October 2025

Assistant Manager, Lifeguard

Kansas City, Missouri

- Warns swimmers of improper activities or danger and enforces pool regulations and water safety policies.
 - Monitoring the chemical levels
 - Delegating cleaning duties and supervising lifeguards
 - Organizing the money box and profit at the end of the day
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Skills

- *Social Media Platforms:* Instagram, Facebook, LinkedIn, X, Reels, Tiktok
 - *Software:* Adobe(Illustrator, Photoshop, Lightroom), Zoomph, Slate, Microsoft Office(Word, PowerPoint, Excel, Outlook, Teams), Google Workspace (Docs, Slides, Sheets, Gmail), Box, Photoshelter
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Projects

ESPN Men's Basketball College Gameday

February 2025

- Created, produced and managed all content for ESPN College Gameday at the Iowa State vs. TCU basketball game
- Collaborated with Iowa State Athletics Communications team and ESPN College Gameday Team

National Hockey League Event Guide

Spring 2024

Honors Contract Component

- Researching game day and event operations of the National Hockey League(NHL), specifically large events such as the Winter Classic, All Star Weekend, and the Stanley Cup
- Research was then compiled into a comprehensive guide/report to NHL events.