

Ava Johnson

www.linkedin.com/in/ava-johnson-event-comm

EDUCATION

Iowa State University

Bachelor of Science, Event Management; Sports Events Focus

Bachelor of Science, Public Relations

- Related Coursework: Sports Event Management

Anticipated: May 2027

Ames, IA

GPA: 3.76

CEA CAPA - University of Technology Sydney

Study Abroad Program

- Related Coursework: Sports Management, Sports Marketing

May-July 2025

Sydney, Australia

PROFESSIONAL EXPERIENCE

Iowa State Athletics Marketing Department

November 2024 - Present

Social Media Intern

Ames, IA

- Created, produced, and managed all organic, social content for Cyclone Athletics
- 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 fit content to Cyclone Athletics audience and increase engagement rates by platform

Special Projects

FOX's Big Noon Kickoff

September 2025

- Produced content for FOX to post on their social media and collaborated with FOX digital producers

ESPN Men's Basketball College Gameday

February 2025

- Created, produced and managed all organic, social content for Cyclone Athletics relating to ESPN College Gameday

The District Venue - Ankeny

May 2024 – December 2025

Semester Events Intern

Ankeny, IA

- Assisted with weddings, political events, company parties, and conferences
 - Supported venue walk throughs, client meetings, tastings, and day-of-event operations
 - Aided behind-the-scenes tasks including setup, rehearsal, food and beverage, and teardown
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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, Meta Suite
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INVOLVEMENT

Alpha Gamma Delta, Rho Chapter

August 2023 - Present

- Director of Diversity, Equity, and Inclusion; 2024

Greek Week

January 2025 - Present

- Director of Social Media; 2025 - 2026
 - Create and manage content to promote Greek Week 2026 and fundraise for Special Olympics of Iowa
- Media Crew Captain; 2025
 - Created content supporting Special Olympics Iowa's fundraising efforts ending in raising over \$360,000