

CELA MIGAN

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Education

University of Missouri, Bachelor of Journalism - emphasis in social and audience strategy

- Minor in sociology

Journalism Experience

Graphics desk

Columbia Missourian, Columbia, Mo.

January 2023 - May 2023

- Designed data-driven illustrations, charts and maps for web and print in Illustrator

Social Intern

NBC News

June 2022 - December 2022

- Wrote and scheduled copy for 12-20 tweets and Facebook posts daily using SocialFlow
- Clipped and edited video using Premiere Pro for Twitter, Instagram and TikTok
- Quickly produced content for breaking news events, such as the midterm elections, death of Queen Elizabeth II and various court rulings

Marketing Intern

Simon & Schuster - Gallery Books imprint

September 2022 - November 2022

- Conducted influencer research and outreach to target specific demographics on #BookTok to send books of interest
- Created assets in Canva, a content calendar and filmed and edited TikToks/Reels

Social Media and Analytics Management

Vox Magazine, Columbia, Mo.

January 2022 - May 2022

- Managed Facebook, Twitter, Instagram and TikTok, newsletter or analytics on a weekly shift to maintain a cohesive voice and consistent content
- Utilized Social News Desk, Google Analytics, Parse.ly and MailChimp

Business/Social Media Intern

Inside Climate News

May 2021 - December 2021

- Wrote 4-8 tweets and Facebook posts daily for new stories, scheduling using TweetDeck and Facebook Creator Studio
- Researched nonprofits and built donor profiles for potential grant opportunities

Work Experience

Residential Advisor

University of Missouri Residential Life

August 2020 - May 2022, February 2023 - May 2023

Ambassador

Missouri Student Unions

January 2020 - May 2022, January 2023 - May 2023

Organizations

Mizzou Asian American Association

- Internal Vice President May 2021 - May 2022
- Public Relations Chair May 2020 - May 2021

Awards and Honors

2023 Gracie Awards, Digital Media Student Winner, "One Year Later: A reporter reflects on the Atlanta spa shootings and anti-Asian violence"

2022 SPJ Region 7 Mark of Excellence Award Finalist, Feature Writing, "Healing from hate"

Kappa Tau Alpha, invite-only journalism honor society for the top 10% of the graduating class

Dean's List every semester, graduated *summa cum laude*