

Ava West

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EDUCATION

University of North Carolina at Chapel Hill – Chapel Hill, NC, US

Expected May 2027

BA, Media and Journalism (Advertising & Public Relations focus); Double major, Communications Studies (Media Technologies & Production focus) | GPA 3.817

Relevant Coursework: Ad & PR Research, Ad Creative, Digital Storytelling, Audio/Video/Film Production/Writing

Trinity College Dublin – Dublin, Ireland

September 2025 – December 2025

Visiting Student, Film Studies; Business Studies

EXPERIENCE

Uncommon Creative Studio X Peer Creative Exchange – Remote

June 2025 - August 2025

“U-turn”

- Collaborated with top strategists and creatives to develop an original and relevant Gen Z–driven brand concept.
- Participated in weekly mentorship sessions with Uncommon’s team and Holly from Depop, receiving feedback and insights into industry practices.
- Contributed Gen Z perspectives to guide brand thinking and engage in cross-team creative exchange.

Aramark (Carolina Dining Services) – Chapel Hill, NC

June 2025 – August 2025

Graphic Design Intern

- Created eye-catching promotional graphics for the campus dining halls through Adobe Illustrator and Canva.
- Completed 15+ graphics per week across digital screens, print materials, and social media.
- Ensured timely delivery and high visual quality of assets to enhance student engagement and event turnout, while abiding by the brand guidelines.

1893 Brand Studio – Chapel Hill, NC

January 2025 – May 2025

Web Developer/Designer

- Designed and updated pages for the studio’s internal website using Figma and WordPress.
- Attended weekly agency meetings to brainstorm strategies, develop mock content, and support client-facing projects.
- Contributed to spec for local businesses by pitching creative campaigns and collaborating on branding materials.

Depop – Chapel Hill, NC (Hybrid)

January 2025 – May 2025

Student Brand Ambassador (SBA)

- Strategized and executed 10 events in collaboration with student orgs, achieving an average attendance of 75 people.
- Produced and edited 6 event recap videos, one of which was featured on Depop’s SBA application page.
- Strengthened Depop’s campus presence through creative marketing and community engagement.

The Daily Tar Heel – Chapel Hill, NC

February 2024 – May 2025

TikTok Senior Staffer (August 2024-May 2025); Audience Engagement Staffer (February 2024-May 2025)

- Managed and created TikTok and Instagram Reels content 1–2 times per week, averaging 27.7K views per post.
- Crafted 25+ X, Instagram, and Facebook captions per week to promote stories to a weekly audience of 50K readers.
- Designed 15 Instagram graphics per week utilizing Adobe Illustrator.
- Organized “At A Glance” newsletter with relevant daily stories reaching 5K subscribers.

SKILLS

- **Design & Web:** Adobe Creative Suite, Canva, Figma, WordPress, HTML, CSS, JavaScript
- **Marketing & Social:** Content creation, social media, event planning, outreach, audience engagement, visual design, video editing