


VICTORIA WRIGHT

 VictoriaaWright.com

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 victoriaaawright@gmail.com

Education

University of Georgia

Master of Art, Journalism and Mass Communication

Athens, GA

August 2023 - May 2025

University of Montevallo

Bachelor's of Arts, Multimedia Journalism and Mass Communication

Montevallo, AL

August 2018 - May 2022

Work Experience

Vulcan Materials Company | Atlanta, GA

July 2025 - Present

Sales Billing Specialist

- Assist sales reps with invoice rebill process in the sales service department.
- Communicated across the sales service department to assist with tasks as assigned.
- Coordinated with team to ensure accurate and timely billing procedures.

University of Georgia Press | Athens, GA

Aug. 2023 - April 2025

Marketing Assistant

- Nominate 60-70 books per year for awards.
- Assist the marketing department with sales at the annual campus book sale and Decatur Book Festival.
 - Create promotional materials and displays.
 - Recommend UGA Press titles to prospective customers at events.
- Draft marketing plans for upcoming book releases
- Designed digital ad campaigns and promotional assets for 50% of front list titles.
- Developed scripts and promotional copy for radio PSAs on WUGA, WABE, and Alabama Public Radio.
- Collaborated with marketing to coordinate event communications for book sales and festivals.

Hoover Public Library | Hoover, AL

Mar. 2023 - Jul. 2023

Library Assistant

- Schedule patrons with computer classes and library programs.
- Assist patrons with computer functions and/or check-out materials.
- Address patrons' questions and concerns.

Kiwanis Club of Birmingham | Birmingham, AL

July 2021- May 2022

Communications Assistant

- Developed and executed weekly PR and social media campaigns across Instagram, Facebook, and LinkedIn, resulting in a 75% increase in audience engagement.
- Crafted weekly e-newsletters and press-style communications for 500+ members, maintaining consistence in brand voice.
- Manage A/V productions and compose PowerPoint for weekly meetings.

Jun. 2021- July 2021

Communications Intern

- Assist with development of weekly social media posts across Instagram, Facebook, and LinkedIn.
- Crafted weekly e-newsletters and press-style communications for 500+ members.
- Manage A/V productions and compose PowerPoint for weekly meetings.

Skills

- Adobe creative suite, digital media, social media management, content management systems, AP, MLA, and APA style, email marketing
- Layout and design, Microsoft Office, verbal communication, client relations, customer service
- Creative thinking, adaptability, Fflexible, written communication, brand campaign management