

LANDIS MANGUM

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EDUCATION

University of North Carolina at Chapel Hill – Chapel Hill, NC August 2021 – Present

The Hussman School of Journalism and Media

Bachelor of Arts, Media and Journalism: Advertising and Public Relations Concentration

History (Minor); Expected Graduation: May 2025

- Cumulative GPA – 3.7
- Carolina Women in Business; American Advertising Federation College Chapter; Heelprint Communications

EXPERIENCE

Habitat for Humanity of Orange County – Chapel Hill, NC January 2024 – Present

Public Relations Intern

- Develop PR deliverables, including news releases, fact sheets, and a member profile
- Collaborate with the communications team to improve communication strategies
- Analyze Habitat for Humanity's communication mix and provide new insights

UNC-Chapel Hill Athletic Department – Chapel Hill, NC August 2022 – Present

Lead Sports Marketing Intern

- Assist with game day operations and manage on-site promotions such as sponsored giveaways for UNC-Chapel Hill varsity sports including football, baseball, men's and women's basketball, and field hockey
- Collaborate with the marketing team to create and implement marketing campaigns, theme nights, and promotions to improve fan attendance and engagement
- Develop in-game scripts, run the video display board, and create graphics on Adobe Photoshop

The Daily Tar Heel – Chapel Hill, NC January 2023 – Present

Photographer

- Employ creative vision to capture photographs that convey news, events, sports, and stories in Chapel Hill and surrounding areas
- Write captions following Associated Press and The Daily Tar Heel guidelines

Discover Dunwoody – Dunwoody, GA May 2023 – August 2023

Marketing Intern

- Authored five blogs and produced social media content for Instagram, TikTok, and Facebook platforms, contributing to increased website traffic by 64.7%
- Coordinated with the marketing and sales team to brainstorm and implement strategies to foster community growth and economic development in Dunwoody, such as coordinating Discover Dunwoody's involvement in Georgia's largest Fourth of July parade
- Active in Dunwoody community events, Perimeter Chamber of Commerce events, and meetings centered around partnership cultivation and SEO/SMO strategies

Seacrest Studios – Atlanta, GA May 2023 – August 2023

Broadcast Intern

- Developed and produced engaging programming and broadcast content for patients at Children's Healthcare of Atlanta
- Operated industry level broadcast technology such as the TriCaster, VoxPro, SAS Audio Console, and broadcast software

IES Abroad – Paris, France May 2022 – July 2022

Student/Photography Correspondent

- Completed two courses in Global Marketing and Luxury Business Strategies and Communications
- Coordinated with the IES Marketing Team to take, upload, and share photos for their website and social media to encourage potential and prospective students to study abroad

ADDITIONAL INFORMATION

- Experience with WordPress, Adobe Premiere Pro, Lightroom Classic, and Photoshop
- Advanced proficiency in Microsoft Office (Excel, PowerPoint, Word, etc.)