

# Zenovia Gray

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## EDUCATION

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### Louisiana State University (LSU), Baton Rouge, LA

Dec 2023

*Mass Communication w/ Concentration in Advertising*

GPA: 3.5

**Minor:** Screen Arts

**Related Coursework:** Social Media and Digital Branding; Visual Communication; Media Writing; Interpersonal Communication; Principals of Marketing; Digital Advertising Strategy; Multiculturalism and the Media, Media Law; Media Ethics; Graphic Design; Cinematography; Editing; Quantitative & Qualitative research; Communication As Culture

## KEY ATTRIBUTES

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A young, dynamic, and energetic individual with excellent interpersonal skills and the ability to successfully interact with a diverse group of individuals; strong focus on teamwork; flexible and adaptable to new situations.

I am also a very fast learner who demonstrates excellent customer services and a detail orientated mind-set. Along with superb analytical facilitation, and decision-making skills.

## SKILLS

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Proficient in Microsoft Office, Proficient in Adobe Creative Suites, Social Media Management, Project Management, Event Planning, Customer Service, Public Speaking, Analytics, Video Editing, Word Press

## EXPERIENCES

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### UGC Creator

Nov 2022 – Current

*Fiverr, Baton Rouge, LA*

- Conceptualized and produced user-generated content across various platforms increasing in sales.
- Actively monitored social media trends and audience feedback, adapting content strategies accordingly.
- Created and edited multimedia content, including videos, photos, posts, and live streams.
- Managed a content calendar, ensuring consistent posting schedules and a diverse range of content types.

### Team Member

August 2022 – Current

*EATSTOSEATS, Baton Rouge, LA*

- Communicated with the stand lead to ensure an efficient operation on game day.
- Facilitated exceptional customer service by serving products with quality and care.
- Assisted in opening, cleaning, and closing the stand.

### Media Intern

August 2022 – December 2022

*DA Advertising & Marketing, Baton Rouge, LA*

- Responsible for document management
- Created PowerPoints about potential Out-Of-Home Advertising. (OOH)
- Responsible for updating databases contacts, radio buys, and tv buys.
- Responsible for invoicing to clients and updating excel sheets.

### Call Center Representative

December 2020 – January 2021

*Harry and David, Baton Rouge, LA*

- Responsible for performing routine clerical duties.
- Assisted clients with a variety of customer services duties.
- Assisted with customer issue resolution best practices.
- Responsible for collecting sensitive data.

### Enumerator

September 2020 – October 2020

*United States Census Bureau, Baton Rouge, LA*

- Responsible for interviewing 5,000 residents and reporting on data.
- Performed data sourcing and management duties.
- Responsible for analyzing and recording data.

- Responsible for managing problem resolution efforts.

**Engine Search Evaluator**

**May 2020 – October 2020**

*RaterLabs, Baton Rouge, LA*

- Evaluated search engine results according to predefined guidelines to assess their relevance, accuracy, and quality.
- Generated detailed reports and feedback to help enhance the quality and relevance of search results.
- Monitored and reported on the performance of SEO efforts.

**PUBLICATIONS**

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- Louisiana Livingston Tourism Commercial (**Nov 2022**)