

# TRAVIANNA TIGHE

Kearney, NE

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## EDUCATION

**University of Nebraska at Kearney** pursuing a Bachelor of Science degree

Majors: Advertising and Public Relations and Sports Management

Minor: Health Communication

Expected Graduation: May 2026

Honors Program

Dean's List every semester | 3.980 GPA

## RELEVANT EXPERIENCE

**Deterdings | Kearney, NE | June 2019-Present**

Marketing and Sales Associate

- Design digital and print advertisements, including in-store signage, billboards, and promotional t-shirts.
- Manage customer outreach by creating and sending promotional text campaigns to drive engagement and sales.
- Provide customer service by addressing inquiries, recommending products, and ensuring customer satisfaction.
- Assist with various administrative duties to ensure smooth daily operations and a positive customer experience.

**UNK Athletics | Kearney, NE | August 2022-Present**

Social Media Intern

- Design graphics using Adobe Photoshop for social media, video boards, and promotional materials, including game day and athlete highlights.
- Capture photos and videos of sports events for social media, digital signage, and promotional campaigns.
- Build templates and post real-time story score updates during games.
- Manage content calendar and ensure all sponsor contracts are fulfilled across social media platforms.
- Attend administrative meetings and assist with planning fundraisers for athlete scholarships.
- Oversee the official replay system for football, basketball, and wrestling.

## INVOLVEMENT

**Advertising and Public Relations Club**

- President | December 2024-December 2025
- Vice President | December 2023-December 2024

**The Antelope Newspaper**

- Newsletter Editor | December 2025-Present
- Advertising Staff | January 2025-December 2025
- Reporter | August 2023-December 2024

**Order of Omega Greek Honor Society**

- Vice President | May 2025-Present

**Delta Xi Chapter of Alpha Phi Sorority**

- Vice President of Membership Recruitment | December 2024-December 2025
- Director of Formal Recruitment | December 2023-December 2024
- Director of Potential Member Outreach | December 2022-December 2023

**Mortar Board Honor Society**

- Membership Chair | May 2025-Present

## SKILLS

- Adobe Photoshop
  - Adobe Illustrator
  - Layout Design
  - Shooting and Editing video
  - Photography
  - Reporting and Writing
  - Social Media Management
  - Content Creation
  - Proofreading and Editing
  - AP Style
  - ChatGPT Prompting
  - Canva
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