

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 | 3.977 GPA

RELEVANT EXPERIENCE

Deterdings | Kearney, NE | June 2019-Present

Marketing and Sales Associate

- Design eye-catching graphics for both digital and print advertisements to promote campaigns
- 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 satisfaction
- Assist with various administrative duties, ensuring smooth daily operations and a positive customer experience

UNK Athletics | Kearney, NE | August 2022-Present

Social Media Intern

- Design and produce all graphics using Adobe Photoshop, including sponsored gameday content for five football home games and 15 men's and women's basketball home games each season.
- Build templates and post real-time sponsored story score update graphics during games, with four updates per football game and two per basketball game.
- Create weekly templates and graphics to highlight lifters and athletes of the week, featured on social media and digital signage
- Develop promotional graphics for track meets, softball games and athlete achievement highlights.
- Oversee the official replay system for approximately 30 basketball games and six football games each season

INVOLVEMENT

Advertising and Public Relations Club

- Co-President | December 2024-Present
- Vice President | December 2023-December 2024

The Antelope Newspaper

- Newsletter Design and Production Lead | December 2024-Present
- 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-Present
- Director of Formal Recruitment | December 2023-December 2024
- Director of Potential Member Outreach | December 2022-December 2023
- Bible Study Leader | December 2022-Present

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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