

MARA MERSHON

Atlanta, GA
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LinkedIn: [Mara Mershon](#)
Portfolio: [maramershon.com](#)

EDUCATION

University of Georgia / Journalism and Theatre Double Major

Grady College of Journalism and Mass Communication, Franklin College of Arts and Sciences

Graduated May 2026 Cum Laude, Cumulative GPA: 3.75 Dean's List: Fall 2023, Spring 2023, Summer 2024

WORK EXPERIENCE

NIH CHARTER, Social Media Intern / Atlanta, GA

October 2025 - May 2026

- Focused on audience engagement, analytics, and creative concept development at the Center for Children's Health Assessment, Research Translation, and Combating Environmental Risk (CHARTER), a collaboration between Emory University, Spelman College and University of Georgia
- Helped educate the public about children's environmental health through strategic social media content
- Improved social media results by combining engagement strategy, design, and analytics, supporting a 144% quarter-over-quarter increase in engagements and a 239% increase in engagement rate

DiGamma Kappa Broadcasting Society, Director of Marketing and Engagement / Athens, GA **June 2025 - May 2026**

- Developed posts for both the club's account and Grady College's Instagram, while also planning social events that strengthened member involvement and visibility
- Achieved a peak of 19K monthly reels and post views, with non-followers accounting for up to 73% of total views, signaling strong discoverability and audience expansion
- Managed the club's Instagram and Wix website, creating reels, graphics, and digital content to increase membership, engagement, and event participation

Atlanta Party Connection, Marketing and Social Media Intern / Atlanta, GA

June - August 2025

- Served as the social media manager for event resource and planning company
- Developed three monthly content calendars, designed graphics and edited videos to support branding efforts
- Increased Instagram reach from non-followers by 283%, and reel/post views by 143%

Small Business Owner / [marasletters.etsy.com](#)

December 2021 - Present

- Created a part-time business hand-painting custom wall decor
- Through marketing and outreach, grew my business to warrant starting an Etsy account
- 5,700 visitors leading to 160 sales since creating Etsy Shop in 2024

Country Club of Roswell, Kids Club Leader / Roswell, GA

May 2023 - May 2025

- Helped plan and run daily youth activities at the country club's camps year-round
- Designed artwork and posters for over 10 annual events and assisted in event execution

INVOLVEMENT & LEADERSHIP University of Georgia

- **Grady Propelling Achievement for the Workplace (PAW) Program**, August 2025 - May 2026
- **UGA Musical Theatre Certificate program**, August 2022 - May 2026
- **Chabad UGA**, August 2022 - May 2026
- **Shop With A Bulldog (SWAB)**, Mentor / Ambassador / August 2023 - May 2024
- **UGA Next Act Theatre**, Associate Artistic Director / August 2022 - May 23, Promotional Photographer / August 2023 - May 2026
- **The Podcast Fellowship**, August 2024 - May 2026

RELEVANT COURSES & CERTIFICATIONS

- **Coursework includes:** Media, News, and Consumers; Law of Mass Communication; Media Savvy: Becoming Digitally Literate; Reporting I: Critical Skills for Reporting and Storytelling; Reporting II: Research, Data, and Documents for Reporting; Reporting III: Storytelling Across Platforms; Intro to Photojournalism; Intro to Podcasting; Reporting IV: Arts and Culture; Memoir Writing
- **Certifications:** LinkedIn Content and Creative Design Certification, HubSpot Social Media Marketing Certification

SKILLS

- **Technical & Creative Tools:** Microsoft Office, Adobe Bridge, Adobe Photoshop, Adobe Lightroom, Canva, iMovie, Nikon D700
- **Communication & Writing:** Creative Writing, News Writing, Social Media Strategy
- **Performance & Music:** Acting, Musical Theatre, Guitar, Ukulele, Songwriting