





CONTACT

 [avagatewood](#)

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 McKinney, TX

 www.avagatewood.com

SELECTED ACCOMPLISHMENTS

- **Developed comprehensive creative briefs** for clients in coursework and professional settings, translating objectives and ideas into clear, actionable marketing plans.
- **Collaborated on multi-channel advertising campaigns**, contributing to strategy, copywriting, and execution while coordinating with cross-functional teams to meet deadlines.
- **Produced persuasive content across channels**—including press releases, website updates, social campaigns, and event collateral—to support outreach and audience engagement.

EDUCATION

UNIVERSITY OF ARKANSAS

- Bachelor of Arts, Public Relations and Advertising
- Major GPA: 4.0

SKILLS

- Copywriting & Editing
- Project Coordination & Communication
- Marketing Strategy & Campaign Support
- Social Media Content & Engagement
- Microsoft Office
- Strong Eye for Detail & Deadlines

PROJECT HIGHLIGHTS

[Public Relations Writing Portfolio](#)

[Advertising Campaign-School of Rock](#)

[Creative Strategy Portfolio](#)

WORK EXPERIENCE

[Flypaper Digital Marketing](#)

Jul 2024 - Jul 2025

Product Specialist

- Led the development of fully functional client websites, aligning with brand voice and industry standards
- Created original written content, graphics, and web copy to communicate key messages across diverse platforms.
- Assisted in client communications and represented the agency in client-facing meetings, ensuring brand alignment and clear messaging.

[Reasons Creations—OkayNWA](#)

Feb 2024 - June 2024

Digital Media & Client Support Assistant

- Developed public-facing social media campaigns to promote community initiatives and increase public awareness.
- Used visual storytelling tools (Canva, Adobe Suite) to enhance message clarity and branding.
- Managed content calendar and analyzed content performance

[NWA Council & Groundwork](#)

Aug 2023 - Dec 2023

Event Management Intern

- Wrote press-style summaries of events and interviews for web publishing.
- Developed outreach content targeting local community audiences.
- Built and organized media contact lists; supported public engagement campaigns.