

# AVERIE BISHOP

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## EDUCATION

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### HARVARD BUSINESS

*Finance Certification, Fall 2022*

### SMU DEDMAN SCHOOL OF LAW

*Juris Doctorate*

- Board of Advocates, 1L Closing Argument Champion, Oral Advocate of the Year Awardee
- President, Asian Pacific American Law Students Association
- Appointed Council Member to the Mayor of Dallas, Council on Anti Hate & Discrimination
- First Asian American woman crowned Miss Texas

### SOUTHERN METHODIST UNIVERSITY

*Bachelor of Arts in Human Rights and Sociology Minor with Honors Distinction*

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## CREATIVE EXPERIENCE & PROJECTS

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### PLANNED PARENTHOOD | *Vocal Media, Digital Content Developer* | 2021-Current

- Strategized a trending campaign with Vocal Media directors and associates, used quantitative data and analyzed client's social media presence and audience demographic, and developed scripts and short form videos. Produced more than twenty-five short form videos, averaging 100,000 or more views.

### MICROSOFT | *Edelman Public Relations, Independent Content Creator* | 2021-2022

- Developed and executed a one-year viral social media campaign for Microsoft promoting their Surface Pro product line. Created branding deck and pitched strategy to Edelman associates. Secured more than 5 million impressions for Microsoft through media relations and organic content I created.

### INDEED.COM | *Fathom Agency, On-Camera Host and Digital Content Creator* | Los Angeles, 2022

- Drafted scripts for educational video series on job application process and interview skills. Hosted & filmed eight long form videos for YouTube campaign. Converted long form videos into short form video reels.

### VISA | *Independent Content Creator* | Summer 2022

- Developed and executed a two-month social media campaign for women business owners. Created content to promote the importance of women and POC entrepreneurs. Provided strategic counsel to executive leadership on diversity and inclusion initiatives throughout the campaign. Secured more than 15 million impressions.

### GOOGLE | *Content Creator and Diversity & Inclusion Consultant* | Fall 2022 - Spring 2023

- Designed presentations, facilitated branding and media training workshops on diversity, equity, and inclusion efforts for Google associates and leadership. Analyzed social media channels (LinkedIn, Facebook & Instagram) and website metrics to identify user trends and optimize digital presence. Produced user generated engaging content and planned collaborative social media events to boost website traffic and enhance social media channels.

### TIKTOK LEARNING INITIATIVE | *Content Developer, Communications* | Summer 2020

- Created pre-law and college-related videos, amassing a following on TikTok of over 860,000 followers and averaging 20 million views and 18 million impressions per month. Researched, organized, and developed successful and engaging social media campaigns with reputable companies like Amazon, Disney, Walmart, and Chick-Fil-A. Contracted by TikTok as a content developer for their headquarters where I spear-headed their learning education initiative. Managed a half-million dollar budget and project timelines for multiple clients. Executed large scale media and consumer events in partnerships with TikTok's Education Initiative.

### SUSAN G. KOMAN LEGAL | *IP Law Associate, Public Relations* | Spring 2021

- Developed and executed affiliate strategic plans on proper use of company logo and trademarks. Assisted in client partnership negotiations. Researched, drafted, and finalized affiliate and branding agreements with Fortune500 companies for key partners including Bank of America, Lexus, and more. Enforced protection of trademark and patent use. Enhanced the public image of the company by leading and managing major social media initiatives.

### LVL UP LEGAL | *Marketing Director & IP Intern, New York Law Firm* | Manhattan, Spring 2022

- Directed social media account management. Developed and produced law firm's first YouTube channel. Scripted and filmed ten long form informative legal videos. Wrote press releases, scripts, key messages, and editorials. Spearheaded the marketing team to execute new initiatives, including virtual events and newsletters, resulting in increased engagement and brand awareness across NYC.