



Grayson J. Weir

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## Education

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### University of Mississippi

B.A. in Journalism - Print and Integrated Marketing Communications Emphasis  
Minor in Anthropology - Social and Cultural Emphasis

**University, MS**

*2014-2018*

## Experience

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### Daily Mississippian

Sports Co-Editor

- Oversee a staff of writers, edit content, and produce the sports section of The Daily Mississippian

**Oxford, MS**

*April 2017 - Present*

### CBS2/KCAL9 Los Angeles

Sales Marketing - Intern

- Designed promotional packages and recaps for top CBS clients (ie: Honda, Legoland, Del Taco)
- Created web copy, rules, and recaps for network contests (ie: watch-to-win, text-to-enter)
- Worked closely with on-air talent to produce promotional pieces for Los Angeles local news

**Studio City, CA**

*June 2017 - August 2017*

### OMNI Online (Now NOMAD Agency)

Digital Media Marketing - Intern

- Built and executed social media strategy through competitive research, platform determination, benchmarking, messaging and target audience identification
- Identified and established relationships with key influencers on behalf of clients in order to create buzz, amplify reach, and support initiatives
- Studied analytics, measured results and offered suggestions and actionable next steps to improve the overall strategy to best reach client goals

**Torrance, CA**

*June 2016 - August 2016*

### John Young for Lieutenant Governor

Digital Content and Social Media - Intern

- Gained extensive knowledge of local and regional hot button issues from various political viewpoints and scenes
- Explored a thorough understanding of media communication, digital content, effective marketing & media platforms, and the creation of digital content
- Managed the candidate's presence on social networking sites (Facebook, Twitter, etc.) and monitored effectiveness by utilizing analytics

**New Orleans, LA**

*May 2015 - September 2015*

## Skills

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- Microsoft Office Suite
- Google Analytics
- Adobe Creative Cloud (InDesign, Photoshop, Premiere, Lightroom)
- Punctuality
- Leadership
- Social Media Proficient (Facebook, Twitter, Instagram, Snapchat, Tumblr, Reddit)
- Content Marketing
- Proofreading/Editing
- Wordpress / CMS
- Conversant Spanish
- Community Journalism
- Customer Relationship Management
- AP Style
- Photojournalism
- Mobile Marketing