

LANE RIDDLE



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Santa Barbara, CA

EDUCATION

Bachelor's Degree in Sociology with Minors in Linguistics and Professional Writing June 2022
University of California, Santa Barbara
Cumulative GPA: 3.8

EXPERIENCE

Social Media Coordinator, *Christi Lukasiak Inc.*, Remote May 2021 - Current

- Produce content and digital design for @adulding101 Instagram and blog
- Design and caption stories, posts, reels, and infographics
- Analyze trends/audiences and conduct research on creative design

Marketing and Social Media Intern, *Wild Beautiful Free*, Santa Barbara, CA Jan 2022 - Current

- Pitch new ideas for marketing campaigns
- Assist in editing the social media and website

Volunteer Tutor, *School on Wheels*, Southern CA (Remote) May 2021 - Current

- Coordinate and execute tutoring sessions with homeless students
- Advocate for homeless youth and fundraise for school supplies for children

Chief Recruitment Officer, *Kappa Alpha Theta*, Isla Vista, CA Jan 2020 - Dec 2020

- Collaborated in weekly executive board meetings
- Programmed recruitment events, including a 200 person catered dinner
- Recruited over 80 new members into the chapter

Executive Assistant, *Kappa Alpha Theta*, Isla Vista, CA Jan 2019 - Dec 2019

- Designed weekly newsletter that was sent to alumni
- Participated in monthly officer meetings

RELEVANT COURSEWORK

Writing for Public Relations	In-progress
Magazine Writing for Publication	Fall 2021
Multimedia Writing	Fall 2021
Writing for Public Speaking	Summer 2021
Journalism and News Writing	Spring 2021
Journalism for Web and Social Media	Fall 2020

SOFTWARE SKILLS

Proficient in Canva, Later, PowerPoint, InkScape, GoogleSlides, and Kajabi

Find samples of my work at <https://laneriddle.wixsite.com/sampleportfolio1>