

# Giselle Gourd

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## Education

### **Master of Strategic Communication**

December 2027

Arizona State University, Phoenix, Arizona

### **Bachelor of Art in Communication, Media & Rhetoric & Psychology**

May 2026

University of Minnesota Morris (UMM), Morris, Minnesota

GPA: 3.8/4.00

## Internship and Leadership Experience

### **Graduate Assistant, Marketing & Communications, Arizona State University**

August 2026 – Present

- Develop social media content to highlight Graduate College events, students, and initiatives across digital platforms.
- Create branded visual content and graphics using Adobe Creative Cloud while maintaining consistency with ASU brand standards.
- Write and edit articles for the Graduate College's monthly newsletter and identify opportunities to repurpose editorial content for social media.

### **Internal Communications Intern, Seneca Holdings**

Summer 2026

- Led the Intern Takeover Series by creating weekly intranet articles and producing short-form videos for 1,000+ employees, showcasing intern experiences and organizational culture.
- Supported internship program video production through planning, logistics, and post-production coordination.
- Researched podcast topics and developed show notes for the organization's internal podcast.

### **Integrated Media Intern, Shakopee Mdewakanton Sioux Community**

June 2025 – May 2026

- Created and published branded social media content to promote organizational initiatives and community engagement.
- Assisted with content planning and scheduling across multiple social media platforms.
- Captured and analyzed engagement metrics and performance data using Sprout Social to inform marketing strategy.
- Supported marketing projects by coordinating timelines, organizing assets, and maintaining brand consistency.

## Academic Projects

### **Beauty Influencer Authenticity & Social Media Engagement, UMM**

Spring 2026

- Conducted a content analysis of 35 TikTok posts from mid-tier beauty influencers to examine how perceived authenticity and brand disclosure influence social media engagement.
- Analyzed sponsorship disclosures, promotional language, brand hashtags, and engagement metrics including likes, comments, and shares to identify patterns in influencer content performance.
- Evaluated findings through source credibility theory and developed marketing insights emphasizing authentic, organic content over highly promotional influencer partnerships.

## Skills

**Social Media:** Instagram; LinkedIn; Facebook; TikTok; Sprout Social; Hootsuite

**Communications & Content:** Social media and communications strategy; content planning; writing; editing; proofreading; audience research; trend analysis; web and email content; photography; short-form video

**Technical Skills:** Microsoft Office; Canva; Adobe Creative Cloud; Klaviyo; Mailchimp; Asana; Robohead