

# Avery Thatcher

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Chapel Hill, North Carolina

## ASPIRING MARKETING PROFESSIONAL

I am a motivated and enthusiastic student with a strong interest in marketing. I am eager to apply academic knowledge and gain hands-on experience in digital marketing, branding, and consumer behavior. I am seeking opportunities to contribute creativity, problem-solving skills, and a passion for driving business growth through innovative marketing strategies!

## KEY SKILLS

Adobe Creative Cloud	Project management	Strong interpersonal skills
Proofreading	Problem solving	Proactive and self-motivated
Fact checking	Digital content strategy	Detail oriented and organized

## EXPERIENCE

**The Daily Tar Heel** August 2025 - Present  
**Digital Managing Editor**

Oversee digital content strategy and publishing for one of the nation’s top collegiate newspapers, including managing the launch and ongoing optimization of a new website. Analyze web traffic and engagement metrics to inform audience growth and content promotion strategies. Collaborate with our design, photo, and social media teams to ensure cohesive online storytelling and brand consistency.

**MBP** May 2025 - Aug 2025  
**Marketing Intern**

Supported marketing and communications initiatives for a national consulting firm, creating digital content and promotional materials to strengthen brand visibility. Created pitch materials and proposal content to help secure new business and highlight project achievements.

**The Daily Tar Heel** January 2025 - May 2025  
**Deputy Copy Chief**

Led and trained copy editors in AP style and fact-checking to strengthen newsroom standards and efficiency. Oversaw nightly editing operations and enhanced digital visibility through strong headline and SEO strategy.

## EDUCATION

**The University of North Carolina at Chapel Hill**  
Media and Journalism B.A. — Hussman School of Journalism and Media  
  
Advertising and Public Relations Concentration with minors in History and Writing, Editing, and Digital Publishing

## EXTRACURRICULAR ACTIVITIES

**Buckley Public Service Scholars**  
300 public service hours by the time of graduation  
  
**Youth Missions Volunteer, Wake Forest Baptist Church**  
Serving community members through hands-on outreach and mission efforts and contributing to programs that provide care and resources to those in need.