

Ava Dobson

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EDUCATION

UNIVERSITY OF NORTH CAROLINA at Chapel Hill – Chapel Hill, NC
Bachelor of Arts in Media & Journalism

May 2024

- Dean's List for 6 semesters, graduated with distinction, 3.5 cumulative GPA
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LEADERSHIP EXPERIENCE

Division I Track & Field / Cross Country Athlete – Chapel Hill, NC August 2020 – September 2024

- Balanced a full academic course load with a demanding practice and competition schedule
- Devoted upwards of 30 hours per week to attending training sessions, meetings, and team-related activities during both fall and spring semesters
- Achieved the 3rd-fastest indoor 5k time in UNC's history
- USTFCCA Track & Field All-Academic Team (2022-2024), ACC Track & Field All-Academic Team (2021-2024)

Deloitte Student-Athlete Leadership Summit Attendee – Deloitte University, Westlake, TX July 2023

- Gained valuable communication, networking, and leadership-oriented skills through conversations with Deloitte staff and executives
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WORK-RELATED EXPERIENCE

Retail Sales Associate- Fleet Feet, Carrboro, NC November 2024 – Present

- Developed a growing knowledge of running footwear and apparel to better assist runners and athletic-minded customers
- Supported local running community initiatives by sharing information about Fleet Feet's run club events and training programs
- Mastered the POS system to process sales, returns, and exchanges while maintaining accuracy

Staff Writer / Editor for the Durham Voice – Chapel Hill, NC August 2023 – May 2024

- Interviewed sources and wrote one story every 2 weeks on deadline, contributing to boosted audience engagement for a previously 8+ years dormant and Durham-focused, student-led publication
- Promoted to head editor, managed the majority of editing responsibilities and emended over 50 stories
- Assisted in supervising over 20 student writers to ensure development of unique story concepts and timely delivery of stories

Foundations of Interactive Media Course Fall 2023

- Gained proficiency in HTML and CSS to design and develop two fully functional websites
- Developed wireframes and interactive prototypes using Adobe XD, enhancing UX design skills
- Applied principles of responsive design to ensure websites were optimized for various devices

Digital Marketing Certificate Recipient – The Global Tech Experience, Remote Summer 2023

- Constructed a fully functional Shopify website for a hypothetical client
- Mastered multiple marketing and advertising platforms such as Incense, Sprout Social, and Google Ads and Analytics
- Gained valuable marketing-based skills, including those in search engine optimization and keyword research

Digital Storytelling Course Fall 2022

- Utilized Adobe Creative Suite and Adobe Premiere Pro to craft creative video content
 - Developed skills in shooting videos and programming WordPress sites
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