

Jewel Sharee James

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EDUCATION

Winthrop University

Bachelor of Science in Integrated Marketing Communications

Rock Hill, SC

Expected May 2026

- Relevant Coursework: Strategic Communication, Foundations of Digital Media, Public Relations Principles, Principles of Marketing

EXPERIENCE

Winthrop University Alumni Association - Media Assistant

Jan 2025- Present

- Conduct an awareness campaign to increase student engagement for the Alumni to student mentorship program
- Collect analytical data through qualtrics survey

Pop Culture Association - Media Assistant

Jan 2025- Present

- Develop digital newsletters for members of the Pop Culture Association
- Create a social media plan to promote the 2027 Annual conference and increase online engagement

The Post and Courier York County - Advertising Intern

Aug 2025- Dec 2025

- Engaged with clients through email marketing campaigns
- assisted with ad placement across print and digital platforms
- support campaign development, and collaborate with the sales and creative teams to meet client needs.

City of Columbia Police Department - Marketing Intern

May 2025- Aug 2025

- Worked with marketing director to photograph and film events hosted by the City of Columbia police department
- Created, edited and promoted digital content for City of Columbia Police department social media channels

Catawba Area Coalition For the Homeless - Strategic Plan Creator

Oct 2024- Dec 2024

- Created a strategic plan to increase the Catawba Area Coalition for the Homeless' social media engagement and community outreach.

Winthrop University Council of Student Leaders - Public Relations Committee Chair

Jan 2024- May 2025

- Managed digital communication for Winthrop University Council of Student Leaders social media platforms, Reaching a record-breaking number of 4,000 account
- Led committee meetings.

Winthrop University Admissions Department - Student Ambassador

Aug 2023- present

- Provide exceptional customer service to prospective students, campus visitors, and families.
- Conducted engaging campus tours and assisted with admission marketing
- Earned the title of Fall '24 Ambassador of the Year.

Freelance Digital Content Creator

Aug 2021- present

- Produce short form video hair care content on various social media platforms reaching over 3 million viewers

SKILLS

Microsoft office

Adobe Creative Cloud

Canva

Excellent interpersonal and communication skills

Good written and verbal skills

Digital Marketing

Strong customer service skills

Videography