

Mecca Terrell

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EDUCATION

DePaul University | Chicago, IL

June 2025

Bachelor of Arts: Public Relations & Advertising, Minor: Digital Marketing

- GPA: 3.93; DePaul Honors Program; Dean's List – All quarters in attendance
- Coursework:* Creativity in Advertising; Writing for PRAD; Research, Data, & Insights
- Acknowledgments:* 2024 Stickell Fellow; PRAD VIP Hour; Dean's Scholarship
- Interests:* DePaul Dance Company; DePaul VIA Service Immersion; Crescent Fashion Magazine

Notable Projects

- AAF National Student Competition – Developing an integrated media ad campaign for AT&T with 9 students.
- Social Media Marketing – Creating a strategic influencer campaign to grow awareness of Bull's-Eye BBQ.
- StylinMind Blog – Passion project to strengthen creative storytelling and develop my personal brand.

PROFESSIONAL EXPERIENCE

The Writing Center @ DePaul University | Chicago, IL

March 2023 – Present

Writing Fellows Student Manager

- Coordinate schedules and lead meetings for 60+ tutors to ensure seamless execution of writing appointments.
- Facilitate 2-3 training and professional development workshops a quarter to reinforce company best practices.
- Conduct internal surveys and compile a weekly report to track team performance and progress on projects.

Outreach Team Member

January 2023 – Present

- Create graphics on Canva to inform 1000+ students of offerings across social media platforms.
- Run tables across 6 locations in DePaul's LPC and Loop campuses to increase engagement with our resources.
- Plan and present at annual Peer Mentor and Tutor Summit, engaging 50+ participants.

Peer Writing Tutor

September 2022 – Present

- Utilize excellent communicative strategies to provide constructive feedback on students' writing projects.
- Conduct 10-15 appointments per week through face-to-face, online synchronous, and asynchronous modalities.
- Set and carry out a creative SMART goal every quarter to promote effective professional development.

Hollister, Inc. | *Brand Ambassador* | Chicago, IL

October 2021 – December 2022

- Follow corporate branding guidelines to maintain consistent store aesthetics and product displays.
- Navigate a fast-paced environment with a personable attitude and attention to customers' needs.
- Engage customers with improvements in service experience and product recommendations based on feedback.

LEADERSHIP & PROFESSIONAL DEVELOPMENT

The Ad Society @ DePaul | *Student-run Advertising Club* | Chicago, IL

May 2024 – Present

President

- Schedule, plan, and manage biweekly meetings for 30+ members.
- Coordinate agency visits, creative workshops, and guest speakers to provide students with industry insights.

Event Planning Committee Member

September 2022 – May 2024

- Connect with industry professionals in Chicago through email marketing tactics like newsletters and pitches.
- Create infographics and flyers to promote organization's events and support attendance.

DePaul PRSSA | *Writing Committee Member* | Chicago, IL

March 2023 – Present

- Wrote promotional materials to support our client, student-run coffee company ReBrewed Café.
- Generate ideas with other students during weekly general body meetings.

ADDITIONAL SKILLS

- Team player; growth mindset; adaptable; resourceful; resilient.
- Technology: MS Suite (Word, PowerPoint, Excel); Adobe (Photoshop, Illustrator, InDesign); Canva
- Social Media: Sprout Social; Instagram; Tiktok; basic photography + editing
- Languages: English (Fluent); Spanish (Intermediate)