

# Mecca Terrell

Chicago, IL | (248) 866-3412 | mmterrell2419@gmail.com | [linkedin.com/in/mecca-terrell](https://www.linkedin.com/in/mecca-terrell) | [www.stylinmind.com](http://www.stylinmind.com)

## EDUCATION

---

**DePaul University** | Chicago, IL

June 2025

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

- GPA: 3.94; DePaul Honors Program; Dean's List – All quarters in attendance
- *Coursework:* Digital Marketing/Analytics; Writing for PRAD; Research, Data, & Insights; AAF Campaigns
- *Acknowledgments:* College of CMN Outstanding Achievement and Leadership in Advertising awardee (2025)
- *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 social campaign to grow awareness of Bull's-Eye BBQ.
- StylinMind Blog – Passion project to explore online culture and gain experience with digital applications.

## PROFESSIONAL EXPERIENCE

---

**ONE School US** | *Copywriting Apprentice* | Chicago, IL

October 2025 – February 2026

- Concept and pitch 10 creative campaigns over 16 weeks under mentorship from Chicago-based agency leaders.
- Create culturally resonant content that connects authentically with diverse audiences across multiple channels.
- Utilize AI tools to streamline ideation, produce presentation decks and enhance visual storytelling.

**M3 Media Marketing** | *Social Intern* | Chicago, IL

July 2025 – September 2025

- Conduct influencer outreach for client promotions on Instagram, honing strategic communication skills.
- Use ChatGPT and Grok to organize client lead contacts and streamline campaign planning efforts.
- Shoot photos/videos and craft social media content to boost audience awareness across clients' socials.

**The Writing Center @ DePaul University** | Chicago, IL

March 2023 – June 2025

*Writing Fellows Student Manager*

- Manage schedules and lead meetings for 20+ tutor cohorts to ensure seamless execution of appointments.
- Collaborate with cross-functional teams within the Writing Center to optimize internal operations.
- Create messages for Slack, email, and newsletter to keep tutors and admin informed about program updates.

*Outreach Team Member*

January 2023 – June 2025

- Design content on Canva to inform 1000+ students of offerings across social media platforms.
- Tutor 20+ high-school students' writing for *On The Money*, a student-led financial literacy publication.
- Plan and facilitate workshops at our annual Peer Mentor and Tutor Summit, engaging 50+ participants.

*Peer Writing Tutor*

September 2022 – June 2025

- Utilize excellent communicative strategies to provide constructive feedback to students' writing projects.
- Conduct 15-20 appointments per week through face-to-face, online synchronous, and asynchronous modalities.

## LEADERSHIP & PROFESSIONAL DEVELOPMENT

---

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

May 2024 – June 2025

*President*

- Oversee strategic planning and execution of biweekly meetings, creative workshops, and agency visits.
- Build relationships with industry professionals, securing guest speakers and mentorship opportunities.

*Event Planning Committee Member*

September 2022 – May 2024

- Connect with industry professionals in Chicago through email marketing tactics like newsletters and pitches.
- Create print and digital materials to promote organization's events, support attendance, and boost awareness.

## ADDITIONAL SKILLS

---

- Team player; growth-oriented; adaptable; resourceful; resilient.
- Technology: MS Suite (Word, Excel, PP); Adobe (Photoshop, InDesign); Google Workspace; HubSpot; Slack
- Certifications: SEMRush (Content Marketing; SEO; Marketing Analytics); Google (Search; Analytics)
- Social Media: Sprout Social; Instagram; Tiktok; Snapchat; Capcut; basic photography + editing
- Languages: English (Fluent); Spanish (Intermediate)