

frances hoggard

CONTACT INFO

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PERSONAL HISTORY

I am a writer, storyteller, and creative from Raleigh, NC. I am fascinated by the ways in which words, art and design intersect and influence consumer culture and society.

SKILLS AND ABILITIES

- Strong written and verbal communication skills
- Out-of-the-box, creative thinker
- Motivated team member and leader
- Acuity for visual art and design
- Experienced in Adobe Illustrator, Photoshop, Premiere, Audition, InDesign

RELEVANT COURSES

MEJO 572: Art Direction in Advertising, MEJO 379: Advertising and Public Relations Research, MEJO 121: Digital Storytelling, MEJO 341: Media Ethics, MEJO 137: Principles of Advertising and Public Relations, MEJO 153: Writing and Reporting, HNRS 356: The London Art World

AWARDS & ACHIEVEMENTS

- Dean's List: Fall 2017, Spring 2018, Fall 2018, Spring 2019, Fall 2019
- Raleigh Fine Arts Literary Contest "First Place" for Juniors (2016)
- Honors Carolina in London student

ADMINISTRATIVE EXPERIENCE

ADMINISTRATIVE ASSISTANT

MILL HOUSE PROPERTIES | CHAPEL HILL, NC |
MAY 2018 - AUGUST 2019

- Managed daily operations by responding to and sending emails, faxes and phone calls as well as creating spreadsheets and scanning documents

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

August 2018 - May 2021

Majoring in Media and Journalism with a concentration in Advertising and Public Relations, and a minor in English.

GPA: 3.76

NORTH CAROLINA STATE UNIVERSITY

August 2017 - May 2018

24 transferred credit hours

MEDIA AND JOURNALISM EXPERIENCE

ART DIRECTION IN ADVERTISING STUDENT

UNC FASHIONMASH | CHAPEL HILL, NC |
JANUARY 2020 - CURRENT

- art directing alongside fellow FashionMash students (FashionMash is a interdisciplinary design program within the Hussman School of Journalism and Media) to design a collaborative pop-up shop for clients PUMA and Galore, a student concept store.

CONTRIBUTING WRITER AND DEVELOPMENT TEAM

LIMEAID | CHAPEL HILL, NC | JANUARY 2020-PRESENT

- Strategize brand development and fundraising through event planning/ marketing
- Contributing writer and creative for the online publication and zine

MARKETING COMMUNICATIONS INTERN

THATMUSE | LONDON, UK | SEPTEMBER - DECEMBER 2019

- Launched and managed two marketing campaigns for THATMUSE's 'treasure hunt' events: the Corporate Christmas Hunt at the British Museum, the Public Fashion Hunt at the Victoria & Albert Museum
- Conducted thorough research on London and Paris based companies, journalists, influencers, museums
- Composed, sent and posted invitational templates, promotional blurbs and social media
- Updated and edited graphics, formatting, and text for the twelve THATMUSE hunts
- Organized data in Excel