



Ava Watters

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PROFESSIONAL SUMMARY

Marketing and Advertising graduate from the University of Illinois Urbana-Champaign with international experience developing social media strategy, creating digital content, and supporting brand growth for a startup in Barcelona. Passionate about brand marketing, content strategy, and creative storytelling, with proven leadership experience and a collaborative, results-driven approach to marketing.

EDUCATION

University of Illinois at Urbana-Champaign

Bachelor of Science in Advertising | Minor in Business

Graduated: May 2026

Overall Cumulative GPA: 3.65/4.0

EXPERIENCE

Roda

Barcelona, Spain

Content Manager Intern | Marketing Intern

May 2025 – August 2025

- Partnered directly with the founder to develop and execute social media and content strategies that strengthened brand identity and audience engagement.
- Planned, created, and managed 20+ weekly Instagram posts, Reels, and visual content while maintaining a consistent brand voice across digital platforms.
- Designed marketing assets and edited short-form video content using Canva, CapCut, and Adobe Creative Suite to support campaigns and brand initiatives.
- Analyzed engagement metrics and audience performance to optimize content strategy and improve reach and interaction.
- Collaborated in a fast-paced startup environment, balancing multiple projects while meeting deadlines and adapting to evolving business priorities.

University Tee

Champaign, IL

Campus Manager

August 2023 – May 2025

- Managed relationships with university organizations to develop custom apparel solutions tailored to campus events and initiatives.
- Coordinated merchandise orders from concept through delivery while balancing budgets, timelines, and client expectations.
- Built and maintained long-term relationships with student organizations, generating repeat business through responsive communication and customer service.
- Resolved client concerns professionally by identifying solutions that strengthened customer satisfaction and trust.

Kristin Wurgler

Oak Park, IL

Summer Nanny

May 2024 – August 2024

- Built strong relationships through effective communication, adaptability, and problem-solving in a fast-paced family environment.
- Managed daily schedules, coordinated activities, and balanced multiple responsibilities while ensuring a safe and engaging environment.

LEADERSHIP AND INVOLVEMENT

Chi Omega Fraternity

Champaign, IL

Senior Recruitment Director

January 2025 – October 2025

- Directed recruitment operations for a chapter of 200+ members, overseeing planning, logistics, scheduling, and execution of the annual recruitment process.
- Developed recruitment messaging, presentations, and scripts to ensure a cohesive and engaging experience across all recruitment rounds.
- Led communication and training initiatives that aligned members with recruitment goals and strengthened chapter-wide collaboration.
- Coordinated member assignments and event logistics while managing multiple moving pieces in a fast-paced, deadline-driven environment.

Cardinal Cabinet Marketing Assistant – Social Media

December 2023 – December 2025

- Developed and executed social media strategies that increased member engagement and strengthened brand awareness.
- Managed Instagram and TikTok content while maintaining a consistent brand voice.
- Created digital marketing materials using Canva and Adobe Photoshop for recruitment and chapter events.

Cardinal Cabinet Apparel Chair

December 2023 – December 2025

- Designed custom apparel and merchandise for chapter events by collaborating with stakeholders from concept through final production.
- Created original graphics using Canva and University Tees design tools while balancing creativity, branding, and project timelines.

American Advertising Federation

Champaign, IL

Member

August 2023 – May 2026

- Collaborated with peers on advertising and marketing projects while expanding knowledge of brand strategy, consumer behavior, and campaign development.
- Participated in professional development events and networking opportunities with industry professionals to strengthen marketing and advertising knowledge.
- Applied advertising principles and creative problem-solving to develop campaign ideas and strategic marketing solutions.

SKILLS

Technical Skills: Digital Marketing, Social Media Marketing, Content Strategy, Canva, Adobe Creative Suite, CapCut, Microsoft Excel

Professional Skills: Brand Strategy, Marketing Communications, Project Management, Collaboration, Adaptability, Attention to Detail