

# Vivienne Cookmeyer

**Public Relations & Strategic Communications Specialist**

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## **EDUCATION**

**Master of Arts, Communication (May 2026)**

**Professional Project:**

The Southern Miss Student Media (SM2) Organizational Communication, Structure, and Employee Manual

**Bachelor of Arts, Public Relations and Advertising (2022)**

University of Southern Mississippi

Honors College

Minor: Social Media Content and Strategy

**Honors Thesis:**

*What Happened to Rosie the Riveter?: Media Portrayals of Women in the Workforce, 1942–1946*

## **UNIVERSITY SERVICE**

**Graduate Assistantship**

**The University of Southern Mississippi**

*January 2025–May 2026*

**Content Director & Assignments Coordinator**

**Southern Miss Student Media (SM2)**

- Direct daily newsroom operations by assigning stories to multimedia journalists and coordinating cross-platform production across print, digital, and broadcast channels.
- Manage newsroom workflows, deadlines, and collaboration among divisions to ensure cohesive editorial planning and timely content delivery.
- Lead workshops, production meetings, and pitch meetings to strengthen reporting skills, improve content quality, and increase overall output.
- Mentor student journalists through scheduled office hours, providing guidance on story development, writing, and multimedia execution while building a culture and sense of community within the divisions.
- Support strategic communications initiatives by collaborating with branding, marketing, and sales teams on content alignment and campaign planning.
- Facilitate ongoing communication between editorial, strategic communications, and sales divisions to improve operational efficiency and message consistency.

**Sales Management & Creative Sales Project Manager**

**Southern Miss Student Media (SM2)**

- Design marketing collateral, including a tri-fold poster and division brochure, to promote SM2 services and strengthen brand visibility across campus.
- Participate in sales meetings to support revenue-generation efforts and strengthen client relationships through strategic messaging and creative solutions.

- Manage creative sales projects from concept through execution, ensuring client messaging aligns with brand identity and engagement goals.
- Oversaw the completion of \$6,300 in creative sales and managed \$1,625 in media sales for WUSM 88.5 FM and The Student Printz newspaper.
- Oversee and mentor a student sales team by setting goals, monitoring progress, and supporting the successful execution of advertising and partnership campaigns.
- Advise the Strategic Communications division on branding, campaign development, and implementation to align creative output with organizational objectives.
- Lead training sessions and leadership meetings to improve interdepartmental coordination and strengthen student leaders' management and communication skills.
- Provide ongoing coaching and support to student staff, improving content quality, workflow efficiency, and cross-team collaboration.

### **Graduate Ambassador**

#### **School of Media and Communication**

- Led and coordinated a team of undergraduate ambassadors representing each major, strengthening outreach efforts and promoting the school's mission to prospective and current students
- Managed and created content for official school social media platforms, increasing engagement and visibility for events, programs, and student opportunities
- Planned, organized, and hosted campus events designed to build community, enhance student involvement, and encourage major exploration and recruitment within the school

## **PROFESSIONAL EXPERIENCE**

### **Project & Communications Manager**

#### **Red Door Marketing Agency**

*June 2024–December 2025*

- Managed multi-client marketing projects, coordinating strategy, timelines, and deliverables using Monday.com.
- Created and executed monthly social media content, web copy, blogs, SEO strategies, email marketing campaigns, and marketing collateral.
- Collaborated with clients to align brand voice and digital strategy with business objectives.

### **Social Media Coordinator**

#### **The Ad House**

*October 2022–March 2024*

- Managed social media strategies and accounts for 12 clients across multiple industries.
- Created content calendars, graphics, copy, and digital advertisements; coordinated website updates and email campaigns.
- Conducted monthly client meetings to plan content, film social media videos, and allocate advertising budgets.

### **Project Manager & Communications Coordinator**

#### **Red Door Marketing Agency**

*November 2021–October 2022*

## **FREELANCE MARKETING & BRAND STRATEGY**

### **Vivacious Media - Independent Marketing & Social Media Consultant**

#### **Emporium@C Coastal Gifts & More (Orange Beach, AL)**

*May 2026–Present*

- Migrating an eCommerce website from Wix to Shopify
- Planned Shopify web design, product migration, SEO, and POS integration
- Organized a 10-category online storefront with loyalty, blog, and email marketing features

**Connect Chiropractic (Hattiesburg, MS)**

*July 2025–Present*

- Led a full website redesign and ongoing content strategy.
- Manage social media accounts, create video and graphic content, and produce a monthly newsletter.

**Desert Lotus Vintage & Estate Sales (Mandeville, LA)**

*March 2023–Present*

- Supported website updates, social media branding, print ads, and article writing to increase visibility and engagement.

**Mary Martindale, Realtor (Colorado Springs, CO)**

*February 2025–June 2025*

- Implemented brand identity, designed logo and social media templates, and managed social platforms.

**SparkleVita (Mandeville, LA)**

*October 2024–December 2024*

- Supported social media branding and event promotion to increase visibility and engagement online and in-store.

**INTERNSHIP EXPERIENCE**

**Red Door Marketing Agency**

**Social Media & Communications Intern**

*November 2021–May 2022*

- Supported social media management and content development for multiple client accounts across diverse industries.
- Created, scheduled, and analyzed social media posts to improve audience engagement and brand consistency.
- Conducted copywriting for social posts and marketing materials aligned with client branding and campaign goals.
- Rewrote and reorganized website content to improve clarity, messaging, and user experience.
- Collaborated with project managers and designers to execute client campaigns on deadline.

**University of Southern Mississippi | Division of Student Affairs Communications**

**Communications & Social Media Intern**

*July 2021–December 2021*

- Developed social media content and graphic assets promoting Student Affairs initiatives and campus programming.
- Wrote and published student spotlight articles for the Division of Student Affairs website, highlighting student leadership and achievements.
- Supported a student spotlight campaign through strategic storytelling and visual communication.
- Assisted with content planning and messaging to ensure alignment with university branding and communication goals.

**ACADEMIC LEADERSHIP & INVOLVEMENT**

**The University of Southern Mississippi**

**Hattiesburg, MS**

## **Graduate Ambassador**

School of Media & Communication

*August 2025–May 2026*

- Coordinate recruitment and outreach efforts; assist with events, promotions, and internal communications.

## **Public Relations Society of America (PRSA)**

*May 2020–December 2023*

Member

## **Pine Belt Young Professionals**

*October 2021–August 2022*

Member

## **Honors College Leadership Council**

*May 2019–May 2022*

Vice President for Community Life

Communications Manager

- Led campus-wide events, managed internal and external communications, and supported student leadership initiatives.

## **CERTIFICATIONS**

Hootsuite Platform Certification · Hootsuite Social Marketing Certification · Google Analytics for Beginners · HubSpot Content Marketing Certification

## **TECHNICAL & MARKETING TOOLS**

Canva · Adobe Creative Suite (Basic) · WordPress · Wix (SEO & Web Design) · Monday.com · Meta Business Suite · Google Analytics · HubSpot · Microsoft Office · Google Workspace · Shopify · Mailchimp · TikTok

## **CORE SKILLS**

Strategic Communication · Public Relations · Social Media Strategy · Brand Development · Content Creation · Sales & Client Relations · Leadership & Training · Project Management · Copywriting · Web Design · Graphic Design · Research & Analysis

## **PODCASTING & MEDIA PRODUCTION**

### **Podcast Host & Producer**

- Developed, recorded, and produced podcast episodes focused on communication, storytelling, and media topics.
- The Ripple Effect - <https://open.spotify.com/episode/3Fj55fslCWUCCasIEW27ZW>
- Desert Lotus Vintage Podcast: IRL Sharifah & Viv  
<https://open.spotify.com/show/3e0gKAH1m68Nty4G4mr9di>

## **CONFERENCES & PROFESSIONAL DEVELOPMENT**

- **Top Master's Student – School of Media & Communication Award – 2026**
- **Top Graduate Student – Southern Miss Student Media Center - 2026**
- **Southeast Journalism Conference (SEJC) - 2026**
- **Attended the Mississippi Association of Broadcasters (MAB) Awards and the Mississippi Scholastic Press Association (MSPA) Awards as a student mentor**
- **Honors College Senior Service Award - 2022**