

Vivienne Cookmeyer

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EDUCATION

The University of Southern Mississippi, Hattiesburg, MS
Master of Arts Communication

May 2026

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.

UNIVERSITY SERVICE

Graduate Assistantship, The University of Southern Mississippi

January 2025–May 2026

Content Director & Assignments Coordinator

Southern Miss Student Media (SM2)

- Directed newsroom operations and assigned stories across print, digital, and broadcast platforms
- Managed editorial workflows, deadlines, and production meetings for multimedia journalists
- Mentored student journalists through workshops, office hours, and editorial guidance

Sales Management & Creative Sales Project Manager

Southern Miss Student Media (SM2)

- Managed creative sales projects, branding initiatives, and marketing materials for SM2
- Oversaw \$6,300 in creative sales and \$1,625 in media sales for WUSM and *The Student Printz*
- Led student sales teams and supported campaign planning, client relations, and leadership training

Graduate Ambassador

School of Media and Communication

- Led undergraduate ambassador outreach and recruitment initiatives
- Managed social media content promoting events, programs, and student opportunities
- Planned and hosted community-building and recruitment events for prospective students

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

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