

Princess Wright

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EDUCATION

University of North Carolina Wilmington <i>Master of Arts, Integrated Marketing Communication</i>	Wilmington, NC August 2025
University of North Carolina Greensboro <i>Bachelor of Arts, Media Studies</i>	Greensboro, NC August 2023

PROFESSIONAL EXPERIENCE

Pilot Company <i>Social & Brand Intern</i>	Knoxville, TN <i>June 2025-Aug. 2025</i>
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- Incorporated Pilot's new brand articulation in conducting a powerpoint of a Competitor Analysis. The report includes 6 of Pilot's competitors, analyzing data of their food deals, rewards programs and significant partnerships during 2025
- Weekly collaborated on social content for the company's accounts for Facebook, Instagram and LinkedIn using Sprout Social with a combined following of over 300k, while updating the monthly social calendar using Figma
- Located and organized 600+ media assets of all Pilots commercialized photos, billboards, and store signages into spreadsheets and SharePoint
- Reorganized Pilot's 2025 Marketing Calendar into excel by inputting monthly campaigns, food promos, partnerships and community events found in Confluence for months January to September 2025 organizing into excel

Integrity Music <i>Music Licensing Intern</i>	Franklin, TN <i>Jan. 2025-April 2025</i>
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- Categorized over 1,000+ translated songs by author and language into Dropbox and Microsoft OneDrive
- Organized back-logged licenses and translations into Excel in alphabetical order
- Learned the basics of copyright law and music royalties

Nashville Country Music Hall of Fame and Museum <i>Public Programs Intern</i>	Nashville, TN <i>Sept. 2024-Dec. 2024</i>
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- Assisted the public programs team in 34 weekend events with artist interviews, panel discussions, artist escort, reserved ticketing and seating
- Wrote a total of 9 introductions for saturday songwriter sessions and sunday musician spotlights which consisted of the artist's biography and discography using Chicago Manual of Style
- Consistently updated the Supervisors office bulletin board by printing off the weekly Billboard Country Music and Americana Radio Charts
- Curated 22 pre-show playlists via Spotify to play in the Museum's Ford Theatre at least 30-minutes after doors open

Live Nation Entertainment <i>Part Time Ancillary Salesman</i>	Raleigh, NC <i>April 2024-Sept. 2024</i>
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- Promoted upsell tickets offered for early entry parking as well as sold lawn chairs to guests at the pavilion

- Examined pre-purchased tickets to determine authenticity, using criteria such as color or date issued. Handle credit card transactions according to Live Nation's audit guidelines using handheld scanners for transactions
- Assisted Ancillary Manager in setting up and breaking down signs, tables, tents, etc. before and after each concert event

Staples

Part Time Printing & Marketing Associate

Kernersville, NC

March 2024-Sept. 2024

- Specialized in HP wide format printing such as blueprint copying , scanning. laminating/ mounting posters and restaurant menus with local business owners on diverse ways to market business ideas by utilizing pre-media design services
- Utilized project management software, adobe workfront to capture project information and produce wedding invitations, obituaries, resumes and postcards
- Collected customer print orders from canva and etsy using business management system Flightdeck

Amazon

Full Time Area Manager

Tracy, CA

June 2023-Jan. 2024

- Managed over 100+Amazon Associates throughout the night shift regarding their packing quality, break/lunch time management and behavioral conduct
- Identified barriers within the workplace that prohibit designated departments and Amazon Associates from meeting daily performance
- Collaborated with Amazon departments such as Loss Prevention, Human Resources and Operations Leadership to help establish a safe work environment within the facility

Charlotte Hornets G-League, Greensboro Swarm

Part Time Courtside Rotational Operator

Greensboro, NC

Oct. 2021-May. 2023

- Rotated approximately 20 sponsorship ads on courtside signage
- Reviewed daily game script for errors, misspelling and incorrect sponsor announcements
- Partnered with tickets sales managers on time management of sponsorship rotations using digital signage software

Kohl's

Part Time Retail Sales Associate

Greensboro, NC

Sep. 2020-Sept. 2021

- Effectively built customer connections and provided consistent sales floor experience through operational processes
- Solved customer shopping needs while delivering frictionless customer experience
- Completed transactions accurately and efficiently along with activating 7 Kohl's Credit Card applications

Food Lion

Part Time Sales Associate

Yanceyville, NC

Aug. 2017-Aug. 2020

- Provided customers with recommendations on food items they might be questionable about
- Performed financial transactions using point of sale systems while ensuring financial transactions were dealt with correctly each shift
- Interacted with hundreds of customers on a daily basis while ensuring good customer service

SKILLS & CERTIFICATIONS

- **Technical Skills:** Microsoft 365 (Word, Excel, PowerPoint, SharePoint, Teams), Sprout Social, Confluence, Figma, Slack, Google Suite (Drive, Sheets, Slides), Meta Ads Manager, Adobe (Express, Premiere Pro, PDF Editor), Canva, Presspage, HubSpot, POS, Credit Applications, Data Collection, SAP Concur, Research Ethics
- **Certifications:** *CITI Program* Human Social & Behavioral Research- Expires August 2034