

## Presley McCaskill

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Phoenix, AZ

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### EDUCATION

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**Walter Cronkite School of Journalism at Arizona State University**  
Master of Strategic Communication

Expected June 2026

**University of Oregon, Eugene, OR**

August 2022 - June 2025

Bachelor of Science: Advertising, Minor: Business Administration

Awards: - Honor Roll  
Activities: - Student Athlete  
Affiliations: - Alpha Phi Women's International Sorority

**Houston Baptist University, Houston, TX**

August 2021- May 2022

Awards: - Dean's List  
Activities: - Student Athlete

### EXPERIENCE

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**Student-Athlete**

*Women's Beach Volleyball Team, University of Oregon, Houston Baptist University*

August 2021-June 2025

- Trained over 20 hours a week while managing a full academic schedule. Represented the university through NIL and personal branding and earned scholarships for athletics and academics. Hosted tours for recruits, volunteered at events like field days and the Boys and Girls Club, and developed a strong work ethic through consistent challenges.

**Social Media Coordinator**

*Glow Yoga, Eugene, OR*

February 2025-June 2025

- Created content aligned with Glow Yoga's brand to increase engagement. Built and maintained a consistent content calendar, tracked social performance, and implemented trend-driven ideas. Worked closely with the owner to ensure messaging stayed on brand.

**Marketing Intern**

*KDP, Medford, OR*

August 2024-Sept 2024

- Managed social media content creation to drive engagement. Attended weekly marketing and HR meetings, helped organize merchandise logistics, and traveled to an expansion conference in Boise to contribute ideas for KDP's growth strategy and upcoming expansion.

**Brand Ambassador**

*Orangetheory Fitness, Medford, OR*

August 2024- Sept 2024

- Used my platform as a student-athlete to promote Orangetheory Fitness through social media content, including photos, videos, and testimonials. Shared class experiences to increase awareness, highlight the studio's community, and encourage participation among my audience.