



Briley Cox

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Sinking Spring, PA 19608

Scan for my Digital Portfolio

LinkedIn: [linkedin.com/in/briley-cox-2023lvc](https://www.linkedin.com/in/briley-cox-2023lvc)

SUMMARY

Detail-oriented worker with extensive knowledge of photography, social media, marketing, and user experience design. Proven ability to manage a busy schedule of activities and assignments with strong organizational and time management skills. Always seeking opportunities for continuous improvement to enhance results.

EDUCATION

Lebanon Valley College, Annville, PA

Bachelor of Science in Digital Communications, Concentration in User Experience

Minor in Business Administration

Ex. Dec. 2023

GPA: 3.85/4.00

EXPERIENCE

The Hershey Company, Hershey, PA

Digital Media Experience Intern

Aug. 2023 - Present

- Wireframes the starting point and layout of webpages after hearing the objectives and content needs for the page
- Develops designs for Hersheyland webpages and communicates with the development team on the feasibility of bringing the design to life
- Generates copy and keywords for webpages including main page descriptions and meta descriptions for Search Engine Optimization

Boostpoint Software, Lancaster, PA

Customer Success Intern

May 2023 - Aug. 2023

- Managed 100+ ad accounts on Facebook Ads Manager to ensure optimal ad performance of talent acquisition advertisements.
- Developed ad copy for companies using an Boostpoint Create AI software and ChatGPT
- Documented progress of ads on an Excel sheet to see what photos, videos, and copy performed the best and generated the highest amount of leads

Lebanon Valley College Admissions, Annville, PA

Social Media Content Creator and Valley Ambassador Tour Guide

Jul. 2021 - Present

- Compiles important updates and maintains a content schedule to target prospective LVC students and families
- Collaborates closely with Admissions Counselors to formulate content that draws in prospective student audiences
- Gives informative tours of campus from a student perspective to prospective students and families

Breen Center for Career and Professional Development, Annville, PA

Photographer, Career Peer, Digital Media Assistant

Aug. 2021 - Present

- Provides office hours in the center to take student's professional headshots
- Revise headshots in a timely manner using Adobe Photoshop and Lightroom
- Assisted fellow students in formulating their professional resumes and cover letters to apply for external opportunities
- Generated content and flyers for social media to promote the Breen Center and the events they sponsor for students

Hollywood Drycleaners, Sinking Spring, PA

Jul. 2018 - August 2023

Customer Sales Employee

- Obtained customers clothes and input the brand, colors, and patterns into a computer
- Handled high-end clothing brands with caution to make sure correct cleaning process was done
- Organized clothes alphabetically on racks to be given to customers when picked up

PUBLICATIONS

Cox, B. Figure 1 Image creation for Vallotton, C. & Albert, R. (forthcoming 2024). Infants' contributions to prelinguistic conversations drive language learning. In J. D. Osofsky, H. E. Fitzgerald, M. Keren & K. Puura (Eds). *WAIMH handbook of infant and early childhood mental health: Vol 1, Biopsychosocial factors*. Cham, Switzerland, Springer.

CAMPUS ACTIVITIES

Photography Club

Aug. 2020 - Present

- Vice President
May 2023 - Present
 - Sets up and works photo booths for Photography Club events
 - Helps run Photography Club meetings and sends gift cards to winners of contests
- Treasurer
May 2022 - May 2023
- Secretary
May 2021 - May 2022

Dance Team

Aug. 2020 - Present

- Assistant Choreographer
Aug 2023 - Present
 - Helps the President and Vice President choreograph dances for the showcase
 - Choreographed the Advanced Company Team number performed at LVC events and local hockey games
 - Designed and created door decorations for all members of the team
- Public Relations Officer
May 2022 - May 2023
 - Generated a design for the Dance Team Merchandise Fundraiser for the Spring semester
 - Designed the program for the showcase to recognize all the dancers and supporters of the team

Alpha Sigma Tau Sorority-Gamma Tau Chapter

May 2021 - Present

- Vice President of Organization Development
May 2023 - Present
 - Responsible for creating all the sisterhood activities that involve bring sisters together to bond and have fun
 - Created and planned events like friendship bracelet making, movie night, and Friendsgiving
- Member Support Accountability Chair
Dec. 2022 - May 2023
 - Ensured that all members were held accountable for their social or academic actions
 - When issues arose with attendance or grades, had a conversation with the sister to get them back on track
- Vice President of Community Relations
Dec. 2021 - Dec. 2022
 - Responsible for all the social media channels for the Gamma Tau chapter to gain awareness for AST, including the Alumnae pages
 - Interacted with other Alpha Sigma Tau chapters around the country via social media and informed our alumnae members about events coming up

HONORS

Dean's List

Dec. 2020 - Present

Design, Media, and Technology Interdisciplinary Academic Achievement Award

May 2023