

Rebecca L. Youngers

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SUMMARY

I am passionate about combining disciplines through storytelling, specifically in design and social media spaces, with experience in trend identification, brand knowledge and audience engagement on social platforms.

EDUCATION

The University of Texas at Austin

Bachelor of Journalism, Certificates in Digital Arts and Media + Design Strategies
Dean's List each semester + University Honors 2023 - 2025

SOCIAL MEDIA EXPERIENCE

Urbanspace LLP, Creative Intern + Social Media Content Creator (Austin, TX) Sept. 2024 - Present

- Generate video, photography and newsletter content for social media accounts across multiple company divisions
- Promotion to content creator one month into creative internship to curate content for hospitality concepts
- Build social media plans for specified brand communities and guidelines from supervisors

Moody College of Communication, Social Media Intern (Austin, TX) Jan. - May. 2024

- Developed video and graphic content for the Moody College of Communication's Instagram page
- Created first viral reel for the Moody College of Communication with over 8 million plays and 540,000 likes
- Increased account engagement and following through content for Moody's identified audience

BurntXOrange, Social Media Producer + Designer (Austin, TX) Oct. 2023 - May 2024

- Produced graphic assets for published stories covering student life using Adobe Illustrator and Photoshop
- Pitched and video and graphic content for the publication's social platforms
- Attended weekly meetings to understand writer-specific needs for graphics

ACADEMIC PROJECTS

Environmental Photojournalism Project, Collaborator (Dublin, Ireland) May - June 2024

- Embarked on a faculty-led photojournalism course in Dublin, Ireland, led by Emmy-winning professor Donna DeCesare
- Made photographs and developed social justice stories published in a zine with other University of Texas student work

The Real Housewives Data Journalism Project, Creator (Austin, TX) March - May 2024

- Gathered and created personalized dataset on nine Real Housewives installments including viewership and season data
- Sorted and manipulated data into effective graph visualizations using R-Studio programming software

The Wellness Wagon, Creator (Austin, TX) Aug. 2023 - Oct. 2023

- Collaborated with classmates to create a design thinking project tasked with enhancing camaraderie on campus
- Used feedback from peers in our "Wellness Wagon," a food truck focused on student physical and mental well-being

WORK EXPERIENCE

Free People Movement, Senior Stylist + Movement Captain (West Des Moines, IA + Austin, TX) May 2023 - Present

- Assist customers with styling selections through personal recommendations and brand knowledge
- Promote URBN brands through social media promotion, personal purchase and wear
- Rotate between mall and standalone store settings in West Des Moines and Austin

Moody College of Communication, Dean's Ambassador (Austin, TX) Jan. 2023 - Present

- Give personal testimonies of experience at Moody to prospective and admitted students
- Facilitate Moody College tours with other ambassadors
- Represent Moody College through volunteer work at college-held events

SKILLS

Social Media: Instagram, TikTok, Snapchat, Pinterest, Facebook, LinkedIn

Software: Wix, Canva, Google Applications, Microsoft 365, Slack, Adobe Creative Suite, Capcut, Cargo, Wordpress, R-Studio