

LEAH CLAPPER

CONTACT

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www.leahclapper.com/lc/

SKILLS

- Photography, videography, and graphic design
- Public speaking
- Project and team management
- Self-motivated, organized, ambitious, and energetic
- Various tools: Adobe Creative Cloud, WordPress, Google Analytics, Tableau, and more

AWARDS

- 2021 SEC Scholar-Athlete of the Year
- 2021 CoSIDA Academic All-America At-Large First Team
- 2021 WCGA All-American (Balance Beam)
- 2019, 2020, 2021 WCGA Scholastic All-American
- 2020, 2021 SEC Academic Honor Roll
- 2019 SEC First-Year Academic Honor Roll

EDUCATION

MASTER OF ARTS IN MASS COMMUNICATION

University of Florida | 2022
GPA 4.0/4.0

BACHELOR OF SCIENCE IN ADVERTISING

University of Florida | 2021
GPA 3.98/4.0
Summa Cum Laude

STUDIED ABROAD

Australia | May 2019

- Adapted to new ideas and cultures
- Expanded international communication skills

EXPERIENCE

NIKE INTERN

Global EKIN Education & Experience | Jun-Aug 2021

- Developed strategies to optimize the training experience for retail employees + presented these strategies to high-level teams
- Successfully managed a seasonal content creation project involving team members from all around the globe
- Worked with a cross-functional team on Nike store innovations
- Consolidated best practices and communicated internal guidelines in aesthetic, easy-to-understand documents

PODCAST HOST

Zest & Progress Podcast | December 2020 - Present

- Share motivational conversations with athletes and other inspiring people
- Use social media marketing skills for podcast promotion

MEDIA MANAGER

aha Pure Foods | Sep 2019 - Apr 2020

Marketing Intern: Jul-Sep | Media Manager: Sep-Apr

- Created and implemented marketing strategies resulting in a 255% increase in online sales over a 3-month period
- Led a team of interns, organized projects, and allocated tasks
- Prepared social media content using photography, copywriting, videography, and graphic design

FOUNDER

Zest & Finesse Food Blog | May 2018 - Present

- Design and update website for functionality and aesthetic appeal www.zestandfinesse.com/z&f/
- Manage associated social media and community building
- Create and deliver high-quality content revolving around delicious and nutritious food

ATHLETIC EXPERIENCE

STUDENT ATHLETE

University of Florida Gymnastics | July 2018 - Present

- Balance my training schedule, full course load, and other activities
- Work in a diverse environment toward common goals
- Help my team to create excellence through adversity
- Show initiative as a member of the Student Athlete Advisory Committee