

Avery Lockwood Mathis

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Education

Skidmore College- Saratoga Springs, NY

May 2026

B.S. in Management and Business, dual degree in Dance, minor in Arts Administration

Relevant Coursework: Business with Generative AI, Social Identity in the Workplace, Philanthropy, Marketing

Relevant Experience

AZ Dance Education Organization- Phoenix, AZ

Digital Strategist

June 2026 – Present

- Optimized website accounts to increase SEO and promote upcoming events
- Rebranded social media presence to increase online engagement

Executive Assistant Intern

May 2025 – Aug 2025

- Led the organizational software change over to Google for Nonprofits, including Google Ads
- Planned and organized 30+ person events for smooth day-of operations

Skidmore Senior Gift Committee- Saratoga Springs, NY

Social Media Manager

Aug 2025 – May 2026

- Directed Instagram activity for a fundraising campaign (currently over \$1300 given)
- Grew account engagement by over 300% and followers by 45%

Skidmore Admissions- Saratoga Springs, NY

Admissions Ambassador

Oct 2023 – May 2026

- Led tours for potential students and families, showing them the college
- Represented the college in front-facing communications, including 50+ panels

Nacy Warner Associates- Troy, NY

Marketing and Communications Intern

Sept 2025 – Nov 2025

- Developed and implemented front-facing communications for a consulting project with a Fortune 500 company.
- Translated plans and meeting agendas into functional lists for over 200 project managers and coordinated day-of logistics for large-scale volunteer operations.

OneLife LLC- Virtual

Social Media Marketing Intern

May 2025 – Aug 2025

- Developed social media advertising, including the core “Stop Scrolling, Start Living” campaign
- Created influencer marketing initiative to strategically target specific online communities

Skidmore Student Government- Saratoga Springs, NY

Junior Class Senator

Jan 2025 – May 2025

- Represented the student body by voting on propositions and policy reforms
- Budgeted over \$1M in funding for initiatives and student programming

Skills

Technical: WordPress (Divi, Elementor), Canva, Adobe Suite, GiveCampus, Google Suite, Microsoft Suite

AI/Prompt Engineering: ChatGPT, Perplexity, Gemini, NotebookLM, Claude, Elicit

Social: Instagram, TikTok, Pinterest, LinkedIn, YouTube