

PAYTON N. MILLS

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EDUCATION

- University of North Carolina at Chapel Hill** – Chapel Hill, NC Graduating May 2023
- Hussman School Advertising and Public Relations major, Kenan-Flagler Business School Business minor, Studio Art minor*
- GPA 3.846 – *Summa Cum Laude*
 - Dean's list – *Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021, Spring 2022, Fall 2022*

EXPERIENCE

- UNC Kenan-Flagler Business School Executive Development** – *Production Design Intern* October 2022 - Present
- Produced various print collateral to be displayed or distributed to executives from Fortune 500 companies attending executive development programs – *Designed within brand guidelines to deliver important materials very quickly*
 - Produced social media content, branding materials, and brand continuity designs across multiple channels
 - Organized the company SharePoint and assisted in developing back-end organization strategies and programs
 - Made internal documents based on my own research outlining best practices for processes and other training materials
- Spectrum Reach** – *Campaign Management Intern and Collaborative Intern Project Manager* May 2022 – August 2022
- Lead team of 40 interns for a research project that forecasted the future of advertising and developed recommendations that the company could implement – *Exercised project management skills, people management skills, and deck-building*
 - Learned the ins and outs of large client ad sales and campaign management across linear and digital platforms
 - Worked with creative teams to develop initiatives for internal use – *developed creative and strategy on short timeframe*
 - Interfaced with executives, gaining knowledge of business operations and different departments across the company
- Self-Employed Art Commission and Graphic Design Business** December 2016 - Present
- Developed branding, logos, and other marketing materials for dozens of small businesses, nonprofits, and individuals
 - Demonstrated proficiency in digital and traditional art mediums and styles – *Illustrator, InDesign, paint, printmaking, video editing and production, mural painting, multimedia, traditional crafting, drawing, storyboarding, print, and more*
- Starbucks** – *Barista and Barista Trainer* February 2021 – December 2022
- Crafted beverages in a high-volume setting, served beverages and food to customers, and trained new baristas – *Learned complicated processes in a short period of time, efficient and fast worker, ability to train others on complex workflows*

LEADERSHIP AND COMMUNITY INVOLVEMENT

- National Student Advertising Competition** – *Plans Book Director and Team Member* October 2022 - Present
- Developed a campaign, media plan, budget, creative, and pitch from scratch from a case study provided by a real-world brand with a real-world problem – *Conducted primary and secondary research to back up campaign claims*
 - Acted as creative director to craft a plans book with a team of art directors and copywriters – *Creative team experience*
- UNC Executive Branch Communications Task Force** – *Creative Specialist* August 2019 – May 2021
- Created content for Executive Branch committees and organizations to share on social media and in print – *filmed and edited video content, photography and photojournalism, graphic design, message construction, strategic communication*
- UNC Executive Branch Arts Committee** – *Creative Leader and Collateral Designer* August 2020 – May 2021
- Designed the Carolina Arts Coalition – *Founded, branded, and marketed the coalition we created to bring together members from many disciplines of the arts at UNC*
- 3D Women** – *PR Coordinator through UNC Chapel Hill APPLES Service Learning Program* January 2022 – May 2022
- Coordinated and created a public relations strategy with a local nonprofit organization – *3D Women helps provide financial security and independence materials, classes and support to women in the Triangle area*
 - Created several pieces of PR media in response to diagnosed client demands – *Made website updates, news releases, profiles, boilerplates, a FAQ, a communication audit, fliers, social media posts, a style guide and more*

ADDITIONAL INFORMATION

- Technical Skills: Art direction, copywriting, deck-building, graphic design, HTML & CSS, web design, public relations writing, social & digital media marketing, Google Analytics & Ads, collateral & print design, Microsoft & Adobe Suite
- I'm an ordained minister, vinyl record collector, charcuterie chef, oxford comma enthusiast, and cheesy commercial lover