

DELANEY ROURKE

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EDUCATION

Master of Science in Communication & Information, Advertising
The University of Tennessee – Knoxville, TN
Expected Graduation Date: May 2026

Bachelor of Arts in Communication Studies, Minor in Graphic Design
Charleston Southern University – North Charleston, SC
August 2020 – May 2024

EXPERIENCE

Traveling Communications Intern, American Junior Golf Association – Atlanta, GA
May 2025 – August 2025

- Traveled nationwide to support junior golf tournaments by executing on-site media coverage
- Created written and multimedia content, including blogs, press releases, sponsor highlights, and real-time social media updates by utilizing Adobe Creative Suite and photography/videography skills
- Developed and published social media content that generated over 250K impressions and boosted brand visibility

Graphic Design Intern, Stand Out For Good Inc. – Knoxville, TN
January 2025 – May 2025

- Create graphics that correlate with the Stand Out For Good brands with tailored branding and function.
- Develop engaging content for social media, store banners, websites, and advertisements

Graphic Design Intern, The University of Tennessee Athletic Department – Knoxville, TN
September 2024 – Present

- Collaborate with the University of Tennessee Athletics team to create engaging visual content, including social media graphics, event materials, and promotional assets, ensuring alignment with the department's branding guidelines.
- Assist in the conceptualization and execution of creative projects under tight deadlines, leveraging Adobe Creative Suite to deliver high-quality visual content for various sports programs.

Digital Media Intern, Charleston Southern University – North Charleston, SC
August 2023 - December 2023

- Assisted with generating content for campus social media accounts by gathering pictures and videos
- Fabricated weekly graphics for upcoming events that were issued on all school social platforms and the website
- Conspired with the marketing team to generate monthly media schedules and ideas

Marketing & Communications Intern, Alpha Delta Pi Sorority – Atlanta, GA
June 2023 – July 2023

- Worked with the marketing and communications department to create, distribute, and strategize marketing plans to communicate and provide for collegian members of the sorority
- Created and implemented a Content Creator Program for collegian and alumnae members
- Pitched program to the department chair and 100+ staff members
- Researched and presented information regarding competing brands
- Produced graphics used on Alpha Delta Pi social media (Instagram and Facebook)

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Marketing & Promotions Intern, Akron RubberDucks Minor League Baseball Team – Akron, OH
April 2022 - August 2022

- Participated in multiple learning opportunities in fan engagement and marketing strategies around the Akron community
- Responsible for game day fan engagement with prize distribution, fan selection, and promotion integration
- Collaborated with the team to create a season-long marketing agenda that broke down each baseball game into specific themes, contests, props, and giveaways

LEADERSHIP POSITIONS AND CAMPUS PURSUITS

Campus Activities Board

- Marketing Committee Chair – 2022-2023
 - Assembled all social media and paper marketing materials, including posts, stories, flyers, and banners
 - Constructed a brand identity for the club by fabricating the logo, colors, typography, and designs
 - Planned and executed campus-wide events to increase student morale and involvement

Alpha Delta Pi

- President - 2023
 - Oversaw all chapter operations in an organization with 50+ members
 - Served as spokeswoman and representative to national staff, advisors, and alumnae
 - Assumed responsibility for the strategic direction of the chapter
- Vice President of Panhellenic Relations - 2022
 - Acted as a liaison between the sorority, the university, and the Charleston community
 - Advertised and assisted all on-campus student organizations with sponsored events to improve student life and advance Charleston Southern University's mission
- Vice President of Marketing - 2021
 - Increased new member retention to 96% through recruitment interaction and personal involvement
 - Planned, executed, set up, and breakdown campus-wide Alpha Delta Pi events to improve student membership and campus preparation

SKILLS

- Adobe Creative Suite
- Basic Understanding of AP Style Writing and Editing
- Public Speaking

REFERENCES

Dr. Jason Peterson – Chair and Associate Professor, Department of Communication
9200 University Blvd, North Charleston, SC 29406
P (843) 863-7271 / E jpeterson@csuniv.edu

Dr. Matthew Pittman – Associate Professor, Social Media & Advertising
1345 Circle Park Dr, Knoxville, TN 37916
P (626) 421-8043 / E pittman@utk.edu