

Victoria Greenhaw

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SUMMARY OF QUALIFICATIONS

- Marketing & communications professional with experience in social media, content strategy, and operations project management.
- Skilled in Adobe Creative Suite, Canva, CapCut, Later, Meta Business Suite, and analytics platforms.
- Strong background in brand standards, campaign development, and cross-functional collaboration.
- Proven ability to design and manage engaging campaigns that align brand storytelling with measurable outcome.

EDUCATION

Bachelor of Science in Digital Media Innovation

December 2025

Texas State University, San Marcos, Texas

Minor: Pop Culture

GPA in Major: 3.76

Relevant Coursework: Advanced Social Media & Analytics, Media Design, The Power of Brands

EXPERIENCE

Operations Project Manager

August 2025 - Present

Sally Beauty Holdings, INC., Remote

- Coordinate marketing and operations projects across 20 retail stores, ensuring consistent brand execution.
- Manage timelines, signage rollouts, and cross-functional communications.

Communications Intern

May 2025 – August 2025

Sally Beauty Holdings, INC., Denton, Texas

- Redesigned 17-chapter Brand Standards Document for 2,000+ stores using Adobe InDesign.
- Partnered with marketing, design, and operations teams to update and verify standards.

Social Media Manager

February 2025 – May 2025

The Leaning Pear, Wimberley, Texas

- Built monthly content calendars, reels, and collaborations with coworkers to increase engagement.
- Analyzed performance metrics to refine social strategy and boost local visibility.

Graphic Design & Marketing Intern

January 2025 – May 2025

The School of Journalism and Mass Communications @ TXST, San Marcos, Texas

- Designed digital and print assets for PR Day, Her Campus x Lancôme collaboration, and SJMC campaigns.
- Captured event photography and created social content for official university platforms.

Content Intern

August 2024 – December 2024

AllSides, Remote

- Wrote newsletters for thousands of subscribers, driving blog traffic and readership.
- Designed templates in Canva and scheduled posts through Later.

PROJECTS

Heart Magazine

Fall 2024

- Designed complete magazine layout, branding, and typography.
- Developed creative vision from wireframes to final product.