

# Jupiter Bryant

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## EDUCATION

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### Georgia Institute of Technology

*Bachelor of Science in Media and Communication*

Atlanta, GA

May 2026

## RELEVANT WORK EXPERIENCE

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### A.H. Web Design

*Digital and Content Marketing Intern*

Atlanta, GA

May 2026 - Present

- Draft copy for client websites, blog posts, email campaigns, and social media posts aligned with each brand's voice
- Create polished visual marketing assets including social media graphics, banners, one-pagers, and email headers
- Manage content calendars for multiple client accounts, ensuring consistent messaging across platforms

### Georgia Tech Arts

*Marketing and Communications Assistant*

Atlanta, GA

October 2025 - Present

- Manage social media campaigns, including content creation, scheduling, and performance tracking
- Build and maintain a content calendar using Sprout Social, increasing posting consistency and enabling timely coverage of campaigns, events, and announcements across Instagram, Facebook, and LinkedIn
- Support events through real-time content creation, increasing event visibility and attendance

### Jupismoons

*Business Owner*

Atlanta, GA

February 2022 - Present

- Create handmade jewelry and sell products at more than 65 art markets, with more than 1,000 products sold
- Market products on social media, achieving more than 11,000 followers on TikTok and 3,500 on Instagram
- Film, edit, and post viral videos with the highest performing post reaching 4.2 million views and 722,000 likes

### Georgia Tech College of Sciences

*Communications Assistant*

Atlanta, GA

September 2024 - May 2026

- Produced Instagram Reels, Stories, and feed posts to increase followers by 46%, leveraging social media trends and analytics to refine creative direction
- Led student spotlight campaigns by conducting interviews, crafting narratives, and posting to social media
- Designed marketing materials for events with more than 200 attendees, supporting audience engagement

### Georgia Tech LGBTQIA Resource Center

*Digital Media and Marketing Assistant*

Atlanta, GA

August 2024 - October 2025

- Developed, wrote, and designed a weekly newsletter highlighting upcoming events for more than 1,000 recipients
- Filmed and edited Instagram Reels, wrote captions, and designed graphics for social media and print
- Designed the department's most liked Instagram post with a 22% increase in likes from previous top post

## PROJECT EXPERIENCE

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### Feature-Length Film (House Rules)

*LMC 4813 Video Production Capstone*

Atlanta, GA

January 2026 - May 2026

- Created a feature-length film with a crew of 6 students by writing, directing, producing, editing, and color grading
- Coordinated complex project workflows, including scheduling, budgeting, casting actors, filming, and editing

### Social Media Client Project

*LMC 3813 Content Strategy*

Atlanta, GA

January 2024 - May 2024

- Conducted content audits to improve social media presence for CHARRS, a local nonprofit organization
- Developed a content strategy framework, including a brand guide, a new profile picture, and post templates

## SKILLS

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**Tools:** Sprout Social, Instagram Insights, TikTok Analytics, Canva, DaVinci Resolve, Adobe Premiere, CapCut, Asana

**Industry Knowledge:** Content Creation, Social Media Marketing, Copywriting, Video Production, Graphic Design