

SIERRA WALTER

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EDUCATION

Oklahoma State University

May 2023

Bachelor of Science in Agricultural Sciences and Natural Resources

Major: Agricultural Communications | Minor: Agricultural Economics and Agribusiness

WORK EXPERIENCE

OSU College of Education & Human Sciences — Communications Specialist

June 2023 – Current

- Manage social media accounts and execute digital strategy while maintaining brand standards.
- Write and edit copy for social media captions, website, promotional materials and the *Aspire* publication.
- Collaborate with faculty and staff from across the college and manage student intern.
- Serve as the assistant official photographer for the college.

OSU College of Education & Human Sciences — Student Assistant

October 2021 – May 2023

- Planned and executed social media content that aligned with current marketing campaign.
- Wrote and edited press releases and news stories.
- Regularly edited and maintained website.
- Assisted in planning and photographing events

American Angus Association — Communications Intern

Summer 2022

- Wrote seven news releases, one blog and two articles for the *Angus Journal*.
- Designed five social graphics for digital media platforms.
- Assisted with media coverage of major industry events using writing, social media and video skills.
- Created media kit for industry events, which highlighted information in an eye-appealing manner.

LEADERSHIP EXPERIENCE

Oklahoma State University *Cowboy Journal* — Assistant Editor/ Graphics Coordinator

Fall 2022

- Designed magazine spread template for the *Cowboy Journal* publication.
- Wrote, edited and fact checked stories and oversaw execution of publication.

Oklahoma State University Ranch Horse Club — Vice President

August 2020 – January 2023

- Gathered sponsorships and coordinated promotion of sponsors on social media channels.
- Assisted with recruiting new members and attended campus events to promote the Ranch Horse Club.

American Quarter Horse Youth Association — President

July 2019 – June 2020

- Led the 2020 Youth Excellence Seminar with more than 2,000 attendees.
- Spoke to congressmen regarding legislation concerning the American Quarter Horse Association.

AWARDS

Oklahoma State University Student Employee Award Recipient

April 2023

PORTFOLIO

- sierrawalter.com/