

Erika Fontana

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EDUCATION

University of Mississippi, School of Journalism and New Media | Anticipated Graduation Date: May 2026
Bachelor of Arts in Journalism, Marketing Minor, Sports Media emphasis, Public Relations specialization

RELEVANT PROFESSIONAL EXPERIENCE

ESPN, Digital Video Intern, Bristol, CT June 2025 - August 2025

- Clipped and published 100+ videos across ESPN's digital platforms, driving millions of views monthly
- Collaborated on live coverage of major events including the MLB, NBA Finals, and Wimbledon
- Identified key moments in live broadcasts for rapid social media and web distribution
- Wrote clear, SEO-friendly headlines and captions to maximize viewer engagement and reach

University of Mississippi College Panhellenic Council, Vice President of Public Relations, Oxford, MS
November 2024-December 2025

- Oversee social media and website, reaching over 4.5 million views in one month
- Created and maintained a digital guidebook used by 2,400+ Potential New Members during recruitment
- Promoted the success of 11 sororities representing nearly 6,500 women across campus
- Secured and managed local sponsorships to support council initiatives and recruitment events

MPW Digital/247 Sports, Public Relations and Marketing Intern, Oxford, MS August 2024-December 2025

- Clipped, published, and edited videos across MPW Digital's digital platforms, creating a consistent social media presence
- Assisted with live event activation for live podcast tapings in local settings

Rebel Radio, News Director, Oxford, MS August 2024-May 2025

- Led a team of student reporters covering campus and Oxford news
- Assign, edit, and oversee production of relevant, timely content across multiple platforms
- Produce and run a daily live radio show at 8 a.m. along with hourly news updates
- Increased team efficiency and story output through improved workflows and editorial planning

NewsWatch Ole Miss, Social Media Manager, Oxford, MS August 2024-May 2025

- Managed NewsWatch's social media accounts, delivering timely updates to the Ole Miss community
- Created daily content covering campus news, breaking stories, and live broadcasts
- Designed and maintained the NewsWatch website to improve user experience and accessibility

Alpha Delta Pi Delta Sigma Chapter, Vice President of Marketing, Oxford, MS

December 2023-December 2024

- Led marketing strategy for a chapter of 500+ members, the largest Alpha Delta Pi chapter in the nation
- Managed a creative team of five to produce social content, apparel designs, and promotional materials
- Oversaw chapter social media and redesigned website to improve engagement and navigation
- Presented monthly marketing updates to executive board and aligned efforts with chapter-wide initiatives

Oxford Photobomb, Roaming Event Photographer, Oxford, MS April 2023-Present

- Captured candid and posed photography at campus and community events, ensuring high-quality visual storytelling
- Operated mobile printing equipment to deliver on-site photo prints in real time
- Engaged with attendees to create a positive guest experience while maintaining professional event coverage

AWARDS

Alpha Delta Pi National Excellence in Marketing, *in recognition of the highest chapter achievement in the marketing program area.*