

# Florence Maillot

A creative with a business background



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florencemaillot.com

## SKILLS

### PHOTOGRAPHY

- Creative Writing
- Blogging
- Photojournalism
- Videography
- Strong Communication

### GRAPHIC DESIGN

- Adobe Creative Cloud
- Photoshop
- InDesign
- Dreamweaver
- Lightroom
- Canva

### SOCIAL MEDIA

- Instagram
- LinkedIn
- Pinterest
- Twitter

### VIDEOGRAPHY

- Adobe Premiere
- YouTube
- TikTok

## EXPERIENCE

**Freelance**, Hattiesburg Mississippi/Austin, Texas- *Photographer*  
May 2018- Present

- Create pricing packages offering several services in different price ranges for clients
- Photograph graduation photos, events, portraits, and products for small businesses

**Texas Economic Development Council (TEDC)**, Austin Texas / *Engagement Specialist*  
July 2022-November 2022

- Designed marketing material and annual reports to provide to TEDC members
- Managed all aspects of TEDC's Mentorship Program recruiting economic development mentors and matching them with mentees
- Traveled around the state of Texas representing TEDC at Sales Tax Workshops, events, and conferences
- Networked with economic developers in the organization to better enhance member experience and benefits

**University of Southern Mississippi**, Hattiesburg, Mississippi | *Graduate Research Assistant*  
January 2022-May 2022

- Worked with economic development agencies and business management consultants in the Southeast region of the United States
- Constructed and researched economic impact, retail analyses, and industry reports for aerospace, entertainment, and retail sectors

**Cleveland-Bolivar Chamber of Commerce**, Cleveland, Mississippi | *Intern*  
September 2021-May 2022

- Created multiple marketing materials for the Cleveland Chamber to use during presentations and local events
- Designed an industry list of the top ten employers in Bolivar County for the CEO to present to legislators, employers, and conferences around Mississippi
- Created a business climate survey for local employers using Google Forms for the Chamber to understand the economic impact of 2021 in the community for future business

**University of Southern Mississippi**, Hattiesburg, Mississippi | *Marketing Specialist*  
November 2019-June 2021

- Forecasted marketing trends to create social media, newsletters, and email campaigns using Adobe Creative Cloud and Canva
- Co-founded Peer Career Ambassadors, an organization to encourage students to promote Career Services' events through campus
- Collaborated with staff and off-campus employers to create two publications of the Annual Career Guide, assisting students with professional career development

## EDUCATION

### Master of Economic Development

The University of Southern Mississippi | Hattiesburg, Mississippi  
January 2021-May 2022

### Bachelor of Arts in Photojournalism, Minor in Philosophy, *Magna Cum Laude*

The University of Southern Mississippi | Hattiesburg, Mississippi  
August 2015-May 2019

### Honors College

Thesis Topic: *An Analysis of How the Internet has Affected Photography and the Profession of Photojournalism*

### Study Abroad, British Studies Program

The University of Southern Mississippi | Hattiesburg, Mississippi  
Summer 2018

## PROJECTS

Exquisite Imperfection | A Dancer's Story

- Used creative elements such as photography and videography to create a storytelling piece on a dancer's daily life

## LANGUAGES

- English & Conversational French