

# Josalyne Messina

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## EDUCATION

### University of Nevada, Reno | Reno, NV

Expected Graduation: May 2028

B.S. in Business Administration – Marketing Emphasis

Provost's Scholars Program at the Honors College

**Relevant Coursework:** Marketing Principles, Media Writing, Information Systems

## PROFESSIONAL EXPERIENCE

### University of Nevada, Reno | Reno, NV

July 2025 – Present

*Digital Content Assistant – Research and Innovation Division*

- Conduct brand and content audits to ensure alignment with brand standards.
- Analyze competitor websites to identify brand positioning opportunities.
- Implement data-informed updates within the CMS to strengthen digital brand cohesion.
- Refine copy and standardize tone and voice across research-focused pages.

### KUNR Public Radio | Reno, NV

January 2024 – May 2024

*Student Intern*

- Researched audience insights to support editorial and brand strategy.
- Wrote and edited scripts aligned with the station's voice and brand identity.
- Collaborated on narratives that strengthened brand trust.

## EXTRACURRICULAR EXPERIENCE

### UNR DECA Chapter | Reno, NV

October 2025 – Present

*Secretary*

- Maintained branded internal communication materials to support consistent messaging.

### American Marketing Association | Reno, NV

September 2025 – Present

*Committee Member*

- Participated in brand discovery and creative strategy for social content.
- Assisted in audience and competitor research to guide brand positioning.

## RELEVANT PROJECTS

### Media Kit | Media Writing

January 2024 – May 2024

- Developed a media kit aligned with an established brand identity.
- Crafted cohesive written materials supporting consistent brand messaging.

## TECHNICAL SKILLS

Canva, WordPress, Google Workspace, Microsoft Office, Notion