

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

- Implement web solutions in a content management system by working across web pages to ensure accessibility standards and editorial consistency.
- Collaborate with the University's faculty and staff to ensure accuracy, consistency, and an improved user experience.

KUNR Public Radio | Reno, NV

January 2024 – May 2024

Student Intern

- Chosen among a competitive range of applicants to work with professional journalists in developing stories for University of Nevada, Reno's radio station.
- Worked with peers to research, pitch, interview, record, and edit short radio segments using Adobe Audition.

EXTRACURRICULAR EXPERIENCE

UNR DECA Chapter | Reno, NV

October 2025 – Present

Secretary

- Maintained detailed meeting records and internal documentation, supporting transparency, organization, and effective leadership operations.

American Marketing Association | Reno, NV

September 2025 – Present

Committee Member

- Contributed to creative strategy sessions, developing concepts for social media content, event planning, and outreach materials.
- Applied marketing principles to real-world projects, gaining hands-on experience in audience targeting, content planning, and campaign coordination.

RELEVANT PROJECTS

Media Kit | Media Writing

January 2024 – May 2024

- Developed a comprehensive media kit featuring a fact sheet, press release, and promotional flier designed to disseminate information to the press and students of a local community college.
- Built upon an established brand identity to create cohesive written and visual materials that aligned with the organization's personality and goals.

TECHNICAL SKILLS

Canva, WordPress, Google Workspace, Microsoft Office, Notion