

# CITEARA WADE

CREATIVE STRATEGIST | SOCIAL MEDIA & BRAND DEVELOPMENT

## ABOUT ME

Passionate about turning big ideas into bold, strategic campaigns. I thrive at the intersection of visual creativity and digital communication, using design and storytelling to engage, inform, and inspire.



[Los Angeles, CA](#)



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## EDUCATION

### Masters Degree in PR & Advertising

Expected May 2027

- University of Southern California
- Los Angeles, CA

### Bachelors Degree in Creative Advertising

Aug 2021 - May 2025

- Michigan State University
- East Lansing, MI

### Certification in Ethical Advertising Executive

Issued Apr 2024

- Institute for Advertising Ethics

## SKILLS

- Creative Direction & Visual Storytelling
- Video Editing & Multimedia Design
- Campaign Planning & Content Calendars
- Adobe Creative Suite, Canva, InDesign
- Social Media Strategy & Analytics
- Google Workspace, Microsoft Office, TweetDeck, Meta Business Suite
- Collaboration, Client Relations, Problem Solving

## LANGUAGES

### English

Native

### Spanish

Intermediate

## WORK EXPERIENCE

### H-Net Social Sciences & Humanities Online

Social Media Coordinator

East Lansing, MI

Aug 2022 – May 2025

- Led creative campaign development and visual content design using Adobe & Canva
- Rebranded and expanded H-Net's online presence through targeted digital strategies
- Built content calendars, managed multiple platforms, and analyzed performance
- Supported home office with administrative, tech, and customer service needs

### Media Sandbox Street Teams

Street Team Member

East Lansing, MI

Sep 2022 – Apr 2024

- Produced innovative visual content to address nonprofit communication challenges
- Collaborated in fast-paced team settings to execute creative client solutions
- Strengthened brand narratives through immersive multimedia projects

### Let's Detroit

Campus Ambassador

Detroit, MI

Aug 2023 – Dec 2023

- Acted as a bridge between MSU students and Detroit professionals
- Created blog posts, visual stories, and social media content to boost awareness
- Engaged diverse student communities through cross-platform outreach