

Hadiza Mshelia

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RELEVANT EXPERIENCE

Refine Magazine

Philadelphia, PA

Fashion Editor, Advertising Director and Asst. Social Media Director

April 2023- May 2026

- Oversaw the fashion section, from pitching articles, editing and publishing articles.
- Served as the primary point of contact for magazine spreads, interviews with artists, press conferences, and editorial coordination.
- Produced written and visual content for social media platforms influenced by rising trends and relevant pop culture

Artists Among Us - TUTV

Philadelphia, PA

Crew - Host, Director, Videographer

December 2023 - May 2026

- Captured photos and footage for the show to enhance visual storytelling and promotion on campus and on television.
- Appeared on camera as a host and contributor covering Philadelphia's arts and culture scene
- Collaborated with team members to develop pitch decks for segments in 30-minute episodes.

Bell Tower Music

Philadelphia, PA

Marketing Director

August 2025 - December 2025

- Led a five-person marketing team executing social media, publicity, visual branding, and promotional campaigns for artist releases and campus events.
- Directed and coordinated all marketing efforts including sales, promotion/publicity, media relations, web and social media.

Global Fashion Collective

New York, NY

Social Media Intern

September 2025

- Captured real-time behind-the-scenes social content featuring designers, models, wardrobe, and beauty teams during fashion shows.
- Collaborated with an eight-person social media team to produce live event coverage, monitoring content performance and audience engagement to support brand visibility during fashion shows.

Down Money Media

Philadelphia, PA | Hybrid

Creative Media Intern

May 2024 - September 2025

- Researched and conducted outreach to brands, creators, media contacts, and industry professionals to support partnerships and promotional opportunities.
- Developed newsletters, blogs, visual assets, and video copy that contributed to a 45% increase in subscriptions.
- Organized outreach information and digital assets to support ongoing seasons of the Down Money show, social media initiatives, and audience growth.

Marella Music LLC

New York, NY | Remote

Marketing Intern

January 2024 - April 2024

- Produced content and digital branding assets aligning with music and relevant social media trends.
- Executed digital marketing, campus outreach, media pitching, and playlist promotion to increase and analyze artist visibility and audience engagement.

EDUCATION

Temple University

Philadelphia, PA

Bachelor of Arts: Media Studies and Production (Business Track)

May 2026

Minor in Content Creation

Honors: Casimir G. Pokorny Scholarship Recipient, Dean's List (Spring 2025)

SKILLS: Adobe Creative Cloud, Canva, CapCut, EmailOctopus, Google Workspace, Hootsuite, Meta, Social Media Content Creation, Copywriting, Studio & Field Camera Operation,