

MEKELLIA JACKSON

EMPLOYMENT HISTORY

INDEPENDENT ONLINE RESELLER

Nov 2025 – Present

Self-employed

Remote

- ♦ Ethically sourced, financed, authenticated, and vetted secondhand and vintage inventory, managing product lifecycle from acquisition to listing.
- ♦ Optimized product listings with targeted keywords and customer-centricity, executed interactive social media marketing, and maintained a 100%, five-star customer rating across multiple platforms and 100+ listings.
- ♦ Governed end-to-end supply chain logistics, including inventory tracking, secure packaging, and prompt shipping fulfillment.
- ♦ Monitored profit margins, logged revenue metrics totaling over \$700, and counseled customer relations and dispute resolutions.

EXTERN

Aug 2026 – Present

TikTok Social Media Content & Brand Strategy Externship

Remote

- ♦ Define and document a brand voice using persona mapping, archetypes, and tone-of-voice sliders.
- ♦ Designed Instagram content systems with templates, caption frameworks, grids, and highlight packs.
- ♦ Script and edit TikTok sample videos using trend adoption, hooks, and storytelling structures.
- ♦ Apply brand voice consistently across Instagram and TikTok to ensure cross-platform identity.
- ♦ Analyze algorithm mechanics and performance data from TikTok Creative Center and Instagram Insights.
- ♦ Build a professional Brand Voice & Content Playbook and pitch it to a brand panel in client-ready format.
- ♦ Strengthen communication, storytelling, and strategic thinking skills essential for agency roles.

EDUCATION

BACHELOR OF ARTS

May 2028

North Carolina State University

Raleigh, NC

Major in Communication; Minor in Business Administration

SKILLS

Diligent learner, Constructive criticism, Creative problem solving

HOBBIES

Exercise, Consumption of media, Positive outlooks