CHASE RUSSELL

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Advertising student at the University of Tennessee, Knoxville (graduating December 2026) pursuing an entry-level media strategy role. Hands-on media planning experience building a full-year media flowchart and multi-channel budget allocation, plus an international advertising internship in audience research and social campaign strategy. Certified through The Trade Desk and Stukent; trained in Microsoft Excel.

EDUCATION

University of Tennessee, Knoxville *Expected December 2026*
Bachelor of Science in Communication, Advertising · GPA: 3.6 · Coursework: Media Planning, Campaigns, Advertising Strategy

- Dean's List, Magna Cum Laude distinction: Spring 2024, Fall 2025, Summer 2026

MEDIA PLANNING & STRATEGY PROJECTS

Hylete Media Plan | Senior Advertising Capstone *Fall 2026*

- Served as the team's designated media planner for a performance apparel brand, building a $200K full-year flowchart targeting men 25–34 across influencer, streaming video and audio, search, programmatic, and podcasts.
- Justified each allocation with sourced CPMs, timed spend to fitness and retail peaks for an estimated 8.1M impressions.

HelloFresh Media Strategy & Budget Allocation | Media Planning Coursework, University of Tennessee *2025*

- Built a full-year media flowchart allocating a $627M national budget across media types and vehicles.
- Used MRI Simmons audience data to justify every vehicle, tying each budget allocation to target reach, objectives, and seasonality.

Tuborg Integrated Campaign Concept | Advertising Campaigns Coursework, University of Tennessee *2025*

- Shaped the campaign strategy and narrative by pitching the team's adopted platform: a free-to-enter branded music festival to drive earned reach among younger drinkers.
- Designed and prototyped the event's companion website in Figma for the final client presentation.

PROFESSIONAL EXPERIENCE

Advertising Intern | Abyss Artspace, Valencia, Spain *February – April 2026*

- Researched and built a 200+ artist contact database anchoring the studio's outreach and collaboration pipeline.
- Developed an EU-targeted social media campaign framework built on audience insights, driving a 20% increase in audience engagement.
- Produced Instagram posts and video promoting studio offerings, supporting creative strategy across concurrent initiatives.

Pyrotechnician | Pyro Shows, Inc., LaFollette, TN *June 2026 – Present*

- Built and wired five Florida fireworks shows in one week, including Pensacola's 250th Independence Day celebration.
- Assemble crates, load shells to spec, and wire firing sequences to script; credits include FunFest in Kingsport, TN.

Event Assistant | Margaret Claire's Weddings & Events, Knoxville, TN *May 2024 – Present*

- Coordinate equipment transport, setup, and breakdown for events at 12+ venues across East Tennessee.
- Prepare and serve catering, manage table service, and act as a point of contact for guests.

Server | Texas Roadhouse, Knoxville, TN · High-volume guest service *November 2022 – January 2026*

SKILLS

Media Strategy & Planning: Media planning, flowcharting, budget allocation, multi-channel media strategy
Research & Insights: Audience research and insights, social campaign engagement analysis
Tools: MRI Simmons, Microsoft Excel, PowerPoint, Figma, Instagram content production

CERTIFICATIONS

Marketing Essentials | The Trade Desk *2025*
Media Planning Simternship | Stukent *2025*
Excel Essential Training | LinkedIn Learning *2024*
Design Thinking: Data Intelligence | LinkedIn Learning *2024*
Rescue Diver | NAUI *2026*
Advanced Open Water Diver | NAUI *2026*
Open Water Diver | NAUI *2025*