

# Charlotte Miner

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## EDUCATION

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**Michigan State University, Honors College, College of Arts and Letters**

East Lansing, MI

*Bachelor of Arts in Experience Architecture, Minors in Graphic Design and Writing*

May 2026

- GPA 4.00

## EXPERIENCE

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**Attire**

Remote | Detroit, MI

*Incoming Marketing and UI/UX Design Intern*

*Expected Start Fall 2025*

- Build and deliver 15 unique, finalized UI/UX screens to support mobile app development, including layouts for core features like the outfit builder and wardrobe view
- Execute and publish 7 original short-form videos per week across TikTok and Instagram Reels, aligning content with brand voice and current social trends
- Track performance metrics biweekly (views, likes, shares, comments) to inform content strategy and optimize future engagement

**Imperial Supplies**

Remote | Green Bay, WI

*Training Intern*

*May 2025 – August 2025*

- Developed 5+ engaging learning materials and internal resources to support Training team, aligning content with business objectives and learner needs
- Conducted research and visual design reviews to improve consistency, clarity, and user experience across platforms
- Contributed in biweekly strategy meetings with senior instructional designers to understand learning needs, tools, and methodologies
- Observed team members across learning and development functions to gain exposure to ADDIE model application and design tools such as Articulate Rise

**JOGLTEP**

Hybrid | East Lansing, MI

*Associate Editorial Assistant*

*September 2024 – Present*

- Edit and proofread 15+ academic and multimedia content for clarity, consistency, and alignment with JOGLTEP's mission of supporting global-local literacies and networked learning
- Assist in updating website content to reflect current research, initiatives, and multimedia materials focused on transnational education and digital pedagogies
- Support video post-production by reviewing scripts, suggesting revisions, and helping ensure content aligns with cross-cultural and intersectional frameworks
- Collaborate with researchers and editors to review and finalize materials for publication, applying a critical lens rooted in equity and global education theory

**Flight Path Creative**

On-site | Traverse City, MI

*Digital Marketing & Design Intern*

*May 2024 – August 2024*

- Designed 15+ visually compelling graphics and multimedia content monthly for social media, email marketing, etc. resulting in satisfied clients and positive engagement
- Identified and pursued new business opportunities by generating 100+ leads through market research and competitive analysis, increasing sales conversions
- Wrote detailed 20+ proposals for prospective clients based on reading RFPs and insights gathered from client meetings, ensuring alignment with client needs and effectively showcasing Flight Path Creative's capabilities
- Utilized content management systems (CMS) to write, format, and publish content, ensuring engaging and SEO-optimized copy for social media posts, blogs, etc. ensuring brand voice consistency

## SKILLS & AWARDS

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- Adept in user-centered design, prototyping, wireframing, user research, usability testing, accessibility, copywriting
- Proficient in Adobe Creative Suite, Articulate, Canva, CMS, Figma, Google Workspace, HTML/CSS, Miro, Microsoft Office
- Strong interpersonal, communication, and time management skills through client-facing, deadline-driven projects
- Certification in digital marketing, digital ads, e-commerce, and intercultural skills issued by The Global Tech Experience