

Larson Normark

Atlanta, GA | Chapel Hill, NC
larsonbnormark@gmail.com | 404-234-7175
[LinkedIn Profile](#) | [Portfolio](#)

EDUCATION

- University of North Carolina** | Chapel Hill, NC May 2025
- Public Relations and Advertising Major, *Hussman School of Journalism and Media*
 - Entrepreneurship Minor, *The Shuford Program in Entrepreneurship*
 - Certificate in Fashion Communication & Marketing, *The Workroom FashionMash Program*
 - GPA: 3.7
- University of New South Wales** | Sydney, Australia February - May 2024
- Study Abroad Student
- The Westminster Schools** | Atlanta, GA May 2021
- Honor Roll 2017-2020; National Honor Society 2020; AP Scholar with Honor 2019

PROFESSIONAL EXPERIENCE

- Markarian, Wholesale and Marketing Intern** | New York, NY June – August 2024
- Involved in market research, brand strategy, updating Shopify, personal appointment assistance, inventory management, monthly retail check-ins and ongoing competitive analysis
- Personal Assistant** | New York, NY June – August 2024
- Assist with special projects as needed, manage calendar, office organization, schedule meetings, coordinate events and appointments, and house management
- Miss EmpowHer, Public Relations Intern** | Chapel Hill, NC October 2021 - August 2022
- Responsible for updating pitch decks, website design, curating blog and social content and outreach
 - Co-created the first Miss EmpowHer Campus Chapter Program at UNC, Chapel Hill
- Little Scholars, Elementary School Teacher** | Charleston, SC June - July 2022
- Led science curriculum in full-day summer school classes to kindergarten - 5th grade students
- HvM Communications, Public Relations Intern** | New York City, NY January, April - May 2020
- Interned full-time during month of January and asked to return to work virtually from April to May
 - Involved in strategic planning for several key clients, coordinated events, researched influencers for outreach, cultivated relationships with media outlets, updated and designed press materials for market
 - Drafted new product line pitches for Phyto Paris Hair Care Line and Triumph Apparel
- Camp Cupcake, Camp Founder and Head Counselor** | Atlanta, GA June 2016 - July 2023
- Founded and operated a summer camp for young girls for 4 weeks a year, averaging 30 girls per session
 - Charitable focus – Contributed to Camp Sunshine by creating, painting, and filling art bags with material, and donating over \$1000 to their mission benefiting childhood cancer patients

ACTIVITIES

- Advertising Club, Active Participant** | Chapel Hill, NC August 2023 – Present
- Attend club meetings and networking events
- Coulture Magazine, Outreach Team Member** | Chapel Hill, NC August 2021 - Present
- Manage public affairs from fundraisers to pop-up events to partnerships with other organizations

SKILLS

- Adobe InDesign, Adobe Premiere Pro, Adobe Photoshop
- Microsoft Excel, Conversational Spanish, 2D Art Design