

HOPE ESPOSITO

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EDUCATION

Texas Tech University, Lubbock, TX Expected date of graduation: May 2026
Bachelor of Arts in Advertising, Bachelor of Arts in Media Strategies, Minor in General Business

EXPERIENCE

Centene Corporation | Austin, TX – Remote | July 2024 – Present

Communications Intern

- Develop and assist with marketing, communications, and public relations efforts for the health plan.
- Create and draft internal communications including health communication related content.
- Network and interact cross functionally across the many health plan departments to improve member outcomes.

Texas Tech Bullet Advertising Team | Lubbock, TX | Nationals 2nd Place | Sept. 2023 – Present
2023-2024 Book Edit Committee Head

- Create a full campaign for Tide laundry detergent and present the campaign in a national competition.
- Construct campaign taglines, copy, print ads, video spots, and promotions.
- Write and edit the final campaign book to be submitted to judges.

2024-2025 Creative Team Director, Production Committee Head

- Create a full campaign for AT&T and present the campaign in a national competition.
- Construct campaign taglines, copy, print ads, video spots, and promotions.
- Plan, film, and edit short and long form videos used for commercials and social media.

Texas Tech Parents Association | Lubbock, TX | May 2023 – Aug. 2024

Social Media/Communications Intern

- Generate curated content for parents of Tech students on Facebook and Instagram. Increased Reach by **81%**, Interactions by **108%**, Link clicks by **209%**, & Followers by **33%**.
- Write and edit articles for monthly newsletters and work with other organizations to promote events and opportunities at the University.
- Redesign and update the TTPA website to display new initiatives.

The Daily Toreador TTU News publication | Lubbock, TX | Jan. 2023 – Oct. 2023

Photographer / Multimedia Team

- Shoot, edit, and caption photos/videos of the Texas Tech campus and community for DT website and social media.

INVOLVEMENT

Texas Tech College of Media & Communication Study Abroad
Texas Tech Advertising Federation
Team Advertising and Brand Strategy – Scarlet Social
Women's Service Organization – Executive Council
Texas Tech University College of Media & Communication Dean's Student Ambassadors

AWARDS

2025 National Student Advertising Competition AAF District 10 1st Place Award
2024 National Student Advertising Competition Nationals Best Visual Design & Craft Award
2024 National Student Advertising Competition Nationals 2nd Place Award
2024 National Student Advertising Competition AAF District 10 1st Place Award
C.R. "Choc" Hutcheson Endowed Scholarship in Mass Communications
Hub City Advertising Competition 2nd Place Award
Texas Tech University Presidential Merit Scholarship

SKILLS

Adobe Creative Cloud, Canva, Meta Business Suite, Microsoft Suite, WordPress, Salesforce, Basecamp, Slack